



## Demographic and Socioeconomic Profile 2010

CPA: North County Metro

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>43,103</b>	<b>100%</b>
White	29,102	68%
Hispanic	10,247	24%
Asian	1,893	4%
Two or More	926	2%
Black	602	1%
American Indian	162	<1%
Pacific Islander	90	<1%
Other	81	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>43,103</b>	<b>20,168</b>	<b>22,935</b>	<b>53%</b>
Under 5	2,191	970	1,221	56%
5 to 9	2,527	1,256	1,271	50%
10 to 14	2,356	1,013	1,343	57%
15 to 17	1,508	761	747	50%
18 and 19	1,067	554	513	48%
20 to 24	2,640	1,271	1,369	52%
25 to 29	2,722	1,195	1,527	56%
30 to 34	2,478	1,239	1,239	50%
35 to 39	2,623	1,207	1,416	54%
40 to 44	2,849	1,297	1,552	54%
45 to 49	3,453	1,531	1,922	56%
50 to 54	3,951	1,934	2,017	51%
55 to 59	3,166	1,455	1,711	54%
60 and 61	1,185	593	592	50%
62 to 64	1,585	695	890	56%
65 to 69	1,946	935	1,011	52%
70 to 74	1,491	814	677	45%
75 to 79	1,196	587	609	51%
80 to 84	1,135	511	624	55%
85 and Older	1,034	350	684	66%
Under 18	8,582	4,000	4,582	53%
65 and older	6,802	3,197	3,605	53%
<b>Median</b>	<b>42.5</b>	<b>42.4</b>	<b>42.6</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>36,029</b>	<b>100%</b>
Never Married	9,165	25%
Married, excluding separated	20,781	58%
Separated	358	<1%
Widowed	2,450	7%
Divorced	3,275	9%

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
<b>Total population</b>	<b>43,103</b>	<b>100%</b>
Household	42,471	99%
Group Quarters - Other	632	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
<b>Total Pop.</b>	<b>43,103</b>	<b>10,247</b>	<b>29,102</b>	<b>602</b>	<b>162</b>	<b>1,893</b>	<b>90</b>	<b>81</b>	<b>926</b>
Under 5	2,191	1,022	976	21	6	63	3	8	92
5 to 9	2,527	820	1,504	32	3	63	6	7	92
10 to 14	2,356	716	1,392	29	13	79	4	6	117
15 to 17	1,508	462	842	38	1	69	2	4	90
18 and 19	1,067	411	531	26	14	43	3	1	38
20 to 24	2,640	1,062	1,289	65	21	102	6	4	91
25 to 29	2,722	985	1,433	67	11	117	12	3	94
30 to 34	2,478	895	1,359	18	6	136	1	5	58
35 to 39	2,623	776	1,592	35	16	156	8	6	34
40 to 44	2,849	681	1,858	39	5	205	3	8	50
45 to 49	3,453	624	2,479	57	12	224	12	6	39
50 to 54	3,951	586	3,046	69	16	188	6	5	35
55 to 59	3,166	379	2,548	42	10	149	5	6	27
60 and 61	1,185	167	932	13	3	55	3	0	12
62 to 64	1,585	127	1,365	14	5	51	2	5	16
65 to 69	1,946	214	1,616	13	3	76	4	3	17
70 to 74	1,491	116	1,308	11	4	37	5	1	9
75 to 79	1,196	73	1,071	7	3	32	3	0	7
80 to 84	1,135	68	1,024	3	5	28	1	1	5
85 and Older	1,034	63	937	3	5	20	1	2	3
Under 18	8,582	3,020	4,714	120	23	274	15	25	391
65 and older	6,802	534	5,956	37	20	193	14	7	41
<b>Median</b>		<b>28.2</b>	<b>48.6</b>	<b>35.7</b>	<b>36.9</b>	<b>42.9</b>	<b>40.0</b>	<b>37.1</b>	<b>21.9</b>

Source: SANDAG, Current Estimates (2010)

## Language Spoken at Home and Ability to Speak English

	Number	Percent
<b>Total population age 5 and over</b>	<b>40,912</b>	<b>100%</b>
Speak Only English	32,193	79%
Speak Spanish:	6,091	15%
Speak English "well" or "very well"	4,556	11%
Speak English "not well" or "not at all"	1,535	4%
Speak Asian/Pacific Island language:	1,454	4%
Speak English "well" or "very well"	1,181	3%
Speak English "not well" or "not at all"	273	1%
Speak other language:	1,174	3%
Speak English "well" or "very well"	1,090	3%
Speak English "not well" or "not at all"	84	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

## Educational Attainment

	Number	Percent
<b>Total population age 25 and older</b>	<b>30,814</b>	<b>100%</b>
Less than 9th grade	1,569	5%
9th through 12th grade, no diploma	1,455	5%
High school grad (incl. equivalency)	6,394	21%
Some college, no degree	7,416	24%
Associate degree	2,984	10%
Bachelor's degree	7,365	24%
Master's degree	2,438	8%
Professional school degree	865	3%
Doctorate degree	328	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
<b>Total population age 3 and older</b>	<b>41,807</b>	<b>100%</b>	---	---	---	---
Enrolled in school	10,061	24%	8,534	20%	1,527	4%
Nursery / Preschool	498	5%	168	2%	330	22%
Kindergarten to grade 4	2,382	24%	1,999	23%	383	25%
Grade 5 to grade 8	1,997	20%	1,791	21%	206	13%
Grade 9 to grade 12	2,398	24%	2,280	27%	118	8%
College, undergraduate	2,341	23%	2,149	25%	192	13%
Graduate or Professional school	445	4%	147	2%	298	20%
Not enrolled in school	31,746	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
<b>Total households</b>	<b>15,277</b>	<b>100%</b>	<b>4,742</b>	<b>100%</b>	<b>10,535</b>	<b>100%</b>
Family Households:	11,249	74%	4,734	100%	6,515	62%
Married couple family	9,502	62%	3,867	82%	5,635	53%
Other family:	1,747	11%	867	18%	880	8%
Male householder, no wife	742	5%	389	8%	353	3%
Female householder, no husband	1,005	7%	478	10%	527	5%
Nonfamily households:	4,028	26%	8	<1%	4,020	38%
Householder living alone	3,133	21%	----	----	----	----
Other nonfamily households	895	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
<b>Total Housing Units</b>	<b>16,197</b>	<b>100%</b>	<b>15277</b>	<b>920</b>	<b>6%</b>	<b>2.78</b>
Single family (detached)	13,289	82%	12,806	483	4%	2.83
Single family (attached)	568	4%	529	39	7%	2.47
2 to 4 units	209	1%	191	18	9%	1.82
5 to 9 units	412	3%	363	49	12%	2.48
10 or more units	747	5%	716	31	4%	2.90
Mobile home and Other	972	6%	672	300	31%	2.37

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25024

## Housing Value

	Number	Percent
<b>Total Owner-Occupied Units</b>	<b>12,054</b>	<b>100%</b>
Less than \$150,000	489	4%
\$150,000 to \$199,999	214	2%
\$200,000 to \$249,999	300	2%
\$250,000 to \$299,999	451	4%
\$300,000 to \$399,999	1,328	11%
\$400,000 to \$499,999	2,208	18%
\$500,000 to \$749,999	4,448	37%
\$750,000 to \$999,999	1,881	16%
\$1,000,000 or more	735	6%

**Median Value** **\$560,587**

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

## Year Structure Built

	Number	Percent
<b>Total Housing units</b>	<b>16,197</b>	<b>100%</b>
2005 or Later	678	4%
2000 to 2004	1,371	8%
1990 to 1999	2,013	12%
1980 to 1989	4,610	28%
1970 to 1979	4,311	27%
1960 to 1969	1,770	11%
1950 to 1959	960	6%
1940 to 1949	313	2%
1939 or earlier	171	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
<b>Total occupied housing units</b>	<b>15,277</b>	<b>100%</b>	<b>3,223</b>	<b>100%</b>	<b>12,054</b>	<b>100%</b>
1.00 occupant housing per room or less	14,921	98%	3,015	94%	11,906	99%
1.01 to 1.50 occupants per room	276	2%	142	4%	134	1%
1.51 to 2.00 occupants per room	72	<1%	59	2%	13	<1%
2.01 or more occupants per room	8	<1%	7	<1%	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
<b>Total Units</b>	<b>3,223</b>	<b>100%</b>
Less than \$500	146	5%
\$500 to \$599	59	2%
\$600 to \$699	69	2%
\$700 to \$799	137	4%
\$800 to \$899	211	7%
\$900 to \$999	259	8%
\$1,000 to \$1,249	908	28%
\$1,250 to \$1,499	475	15%
\$1,500 to \$1,999	590	18%
\$2,000 or more	228	7%
No cash rent	141	4%
<b>Median contract rent</b>	<b>\$1,202</b>	

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
<b>Total Units</b>	<b>3,223</b>	<b>100%</b>
Less than 20 percent	413	13%
20.0 to 24.9 percent	373	12%
25.0 to 29.9 percent	364	11%
30.0 to 34.9 percent	215	7%
35.0 to 39.9 percent	252	8%
40.0 to 49.9 percent	559	17%
50.0 percent or more	828	26%
Not computed	219	7%

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
<b>Total Availability</b>	<b>15,277</b>	<b>100%</b>
No vehicle	568	4%
1 vehicle	3,600	24%
2 vehicles	6,414	42%
3 vehicles	3,005	20%
4 or more vehicles	1,690	11%

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
<b>Total Workers</b>	<b>19,792</b>	<b>100%</b>
Worked in state of residence	19,679	99%
Worked in county of residence	18,591	94%
Worked outside county of residence	1,088	5%
Worked outside state of residence	113	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
<b>Population age 16 and older</b>	<b>35,581</b>	<b>100%</b>	<b>16,705</b>	<b>47%</b>
In labor force	21,394	60%	11,404	53%
Armed forces	252	1%	235	93%
Civilian (employed)	19,541	91%	10,310	53%
Civilian (unemployed)	1,601	7%	859	54%
Not in labor force	14,187	40%	5,301	37%
Pct. of civilian labor force unemployed	7.6%		7.7%	

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
<b>Total Workers</b>	<b>19,792</b>	<b>100%</b>
Car, truck or van:	17,790	90%
Drove Alone	15,850	80%
Carpooled	1,940	10%
Public Transportation:	241	1%
Bus	192	1%
Trolley / Streetcar	0	0%
Railroad	40	<1%
Other public transportation	9	<1%
Motorcycle	74	<1%
Bicycle	28	<1%
Walked	146	1%
Other means	156	1%
Worked at home	1,357	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
<b>Total Workers</b>	<b>19,792</b>	<b>100%</b>
Did not work at home	18,435	93%
Less than 10 minutes	1,451	7%
10 to 19 minutes	5,186	26%
20 to 29 minutes	4,231	21%
30 to 44 minutes	4,187	21%
45 to 59 minutes	1,781	9%
60 to 89 minutes	1,040	5%
90 minutes or more	559	3%
Worked at home	1,357	7%
<b>Average time to work (minutes)</b>	<b>32</b>	<b>--</b>

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
<b>Total employed civilian age 16+</b>	<b>19,558</b>	<b>100%</b>
Agriculture, forestry, mining	251	1%
Utilities	268	1%
Construction	1,847	9%
Manufacturing	2,005	10%
Wholesale trade	598	3%
Retail trade	2,190	11%
Transportation & warehousing	510	3%
Information & communications	411	2%
Finance, insurance, & real estate	1,486	8%
Professional, scientific, management, administration	876	4%
Educational, social, & health services	3,650	19%
Art, entertainment, recreation, accommodations, food	1,906	10%
Other services	986	5%
Public administration	2,574	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
<b>Total employed civilian age 16+</b>	<b>19,558</b>	<b>100%</b>
Management, professional & related:	8,253	42%
Management (incl. farm managers)	2,604	13%
Business & financial	1,222	6%
Computer & mathematical	486	2%
Architecture & engineering	602	3%
Life, physical & social science	275	1%
Community & social service	284	1%
Legal	183	1%
Education, training, & library	1,170	6%
Art, entertainment, sports & media	447	2%
Healthcare practitioners	980	5%
Service:	2,738	14%
Healthcare support	170	1%
Protective service	468	2%
Food preparation & serving	722	4%
Building & grounds cleaning / maintenance	509	3%
Personal care & service	869	4%
Sales & office	5,026	26%
Farming, fishing & forestry	73	<1%
Construction, extraction & maintenance	1,729	9%
Production, transport & material moving	1,739	9%

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

## Household Income

	Number	Percent
<b>Total Households</b>	<b>15,277</b>	<b>100%</b>
Less than \$15,000	1,058	7%
\$15,000 to \$29,999	1,460	10%
\$30,000 to \$44,999	1,834	12%
\$45,000 to \$59,999	1,806	12%
\$60,000 to \$74,999	1,470	10%
\$75,000 to \$99,999	2,208	14%
\$100,000 to \$124,999	1,647	11%
\$125,000 to \$149,999	1,172	8%
\$150,000 to \$199,999	1,293	8%
\$200,000 or more	1,329	9%
<b>Median Income</b>	<b>\$75,119</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>15,277</b>	<b>100%</b>
With earnings	11,801	77%
With wage and salary income	11,040	72%
With self-employment income	2,821	18%
With interest, dividend, or net rental income	5,685	37%
With Social Security income	5,119	34%
With Supplemental Security income	443	3%
With public assistance income	229	1%
With retirement income	3,288	22%
With other types of income	2,202	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
<b>Total</b>	<b>42,985</b>	<b>100%</b>
Under .50	2,035	5%
.50 to .99	1,750	4%
1.00 to 1.24	1,531	4%
1.25 to 1.49	1,320	3%
1.50 to 1.84	1,665	4%
1.85 to 1.99	1,108	3%
2.00 and over	33,576	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
<b>Total</b>	<b>42,985</b>	<b>100%</b>
Above Poverty	39,200	91%
Below Poverty	3,785	9%

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

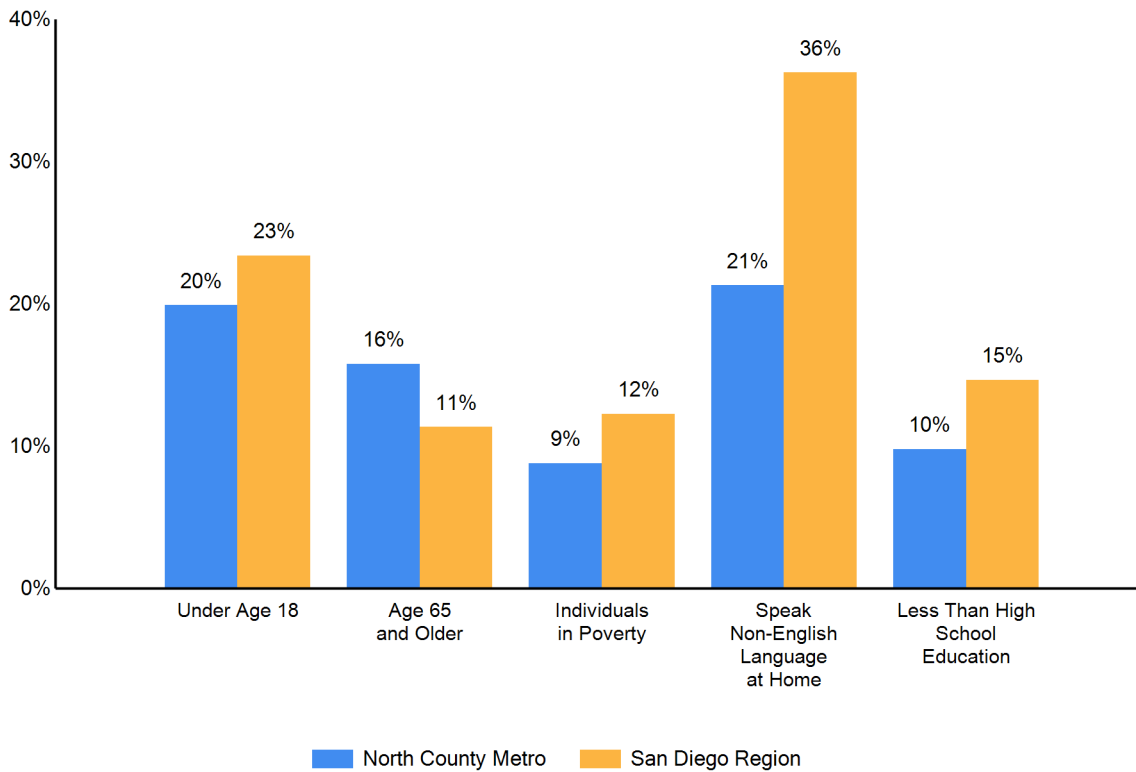
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>11,249</b>	<b>4,734</b>	<b>6,515</b>	<b>10,786</b>	<b>4,491</b>	<b>6,295</b>	<b>463</b>	<b>243</b>	<b>220</b>
Married couple family	9,502	3,867	5,635	9,221	3,759	5,462	281	108	173
Male householder, no wife present	742	389	353	677	328	349	65	61	4
Female householder, no husband present	1,005	478	527	888	404	484	117	74	43

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

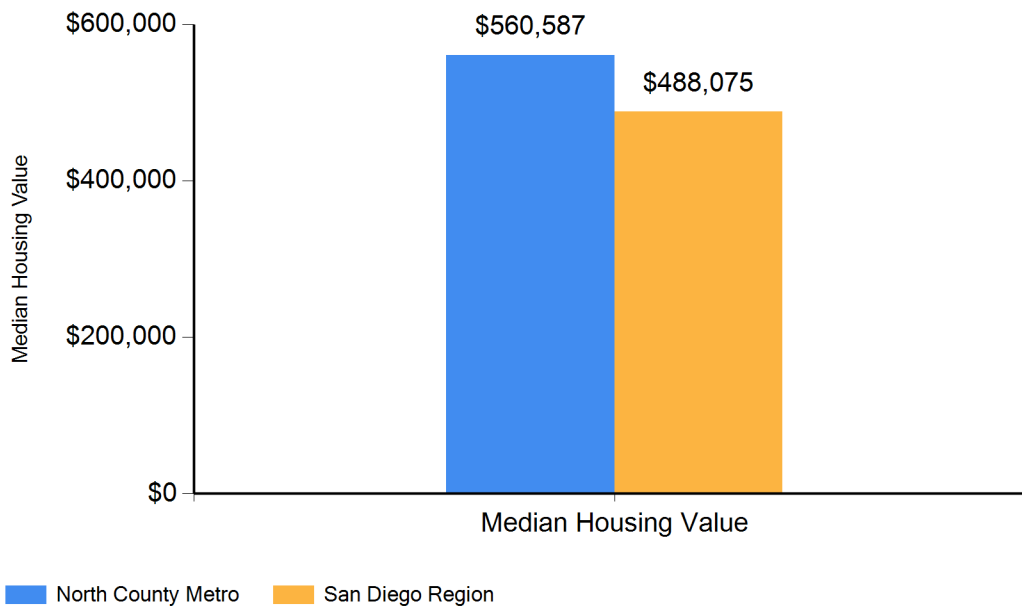


## Demographic and Socioeconomic Characteristics



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