



Demographic and Socioeconomic Profile 2010

JURISDICTION: Solana Beach

Population by Race

| | Population | Percent |
|-------------------------|---------------|-------------|
| Total Population | 12,867 | 100% |
| White | 9,944 | 77% |
| Hispanic | 2,048 | 16% |
| Asian | 506 | 4% |
| Two or More | 245 | 2% |
| Black | 56 | <1% |
| American Indian | 26 | <1% |
| Other | 23 | <1% |
| Pacific Islander | 19 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|---------------|--------------|--------------|----------------|
| Total Population | 12,867 | 6,385 | 6,482 | 50% |
| Under 5 | 618 | 316 | 302 | 49% |
| 5 to 9 | 657 | 332 | 325 | 49% |
| 10 to 14 | 697 | 371 | 326 | 47% |
| 15 to 17 | 430 | 239 | 191 | 44% |
| 18 and 19 | 220 | 137 | 83 | 38% |
| 20 to 24 | 541 | 294 | 247 | 46% |
| 25 to 29 | 791 | 377 | 414 | 52% |
| 30 to 34 | 928 | 473 | 455 | 49% |
| 35 to 39 | 888 | 431 | 457 | 51% |
| 40 to 44 | 905 | 449 | 456 | 50% |
| 45 to 49 | 988 | 467 | 521 | 53% |
| 50 to 54 | 999 | 523 | 476 | 48% |
| 55 to 59 | 909 | 432 | 477 | 52% |
| 60 and 61 | 373 | 184 | 189 | 51% |
| 62 to 64 | 592 | 286 | 306 | 52% |
| 65 to 69 | 780 | 360 | 420 | 54% |
| 70 to 74 | 529 | 253 | 276 | 52% |
| 75 to 79 | 388 | 183 | 205 | 53% |
| 80 to 84 | 290 | 134 | 156 | 54% |
| 85 and Older | 344 | 144 | 200 | 58% |
| Under 18 | 2,402 | 1,258 | 1,144 | 48% |
| 65 and older | 2,331 | 1,074 | 1,257 | 54% |
| Median | 43.7 | 42.5 | 44.8 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|---------------|-------------|
| Total population age 15 and over | 10,895 | 100% |
| Never Married | 3,310 | 30% |
| Married, excluding separated | 5,445 | 50% |
| Separated | 203 | 2% |
| Widowed | 672 | 6% |
| Divorced | 1,265 | 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 | 12,867 | 100% |
| Household | 12,867 | 100% |
| Group Quarters - Other | 0 | 0% |
| 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. | 12,867 | 2,048 | 9,944 | 56 | 26 | 506 | 19 | 23 | 245 |
| Under 5 | 618 | 157 | 417 | 1 | 2 | 15 | 0 | 2 | 24 |
| 5 to 9 | 657 | 150 | 452 | 1 | 1 | 20 | 1 | 1 | 31 |
| 10 to 14 | 697 | 156 | 490 | 3 | 3 | 16 | 1 | 2 | 26 |
| 15 to 17 | 430 | 120 | 272 | 2 | 2 | 10 | 2 | 2 | 20 |
| 18 and 19 | 220 | 67 | 134 | 0 | 0 | 6 | 0 | 0 | 13 |
| 20 to 24 | 541 | 162 | 332 | 4 | 1 | 24 | 2 | 0 | 16 |
| 25 to 29 | 791 | 174 | 555 | 8 | 1 | 33 | 0 | 2 | 18 |
| 30 to 34 | 928 | 187 | 666 | 5 | 3 | 41 | 2 | 2 | 22 |
| 35 to 39 | 888 | 190 | 624 | 3 | 1 | 56 | 1 | 4 | 9 |
| 40 to 44 | 905 | 155 | 680 | 6 | 1 | 49 | 3 | 1 | 10 |
| 45 to 49 | 988 | 130 | 796 | 3 | 4 | 37 | 2 | 0 | 16 |
| 50 to 54 | 999 | 103 | 842 | 3 | 1 | 36 | 0 | 3 | 11 |
| 55 to 59 | 909 | 82 | 770 | 7 | 1 | 41 | 1 | 1 | 6 |
| 60 and 61 | 373 | 31 | 323 | 1 | 0 | 14 | 1 | 0 | 3 |
| 62 to 64 | 592 | 40 | 523 | 2 | 0 | 23 | 1 | 0 | 3 |
| 65 to 69 | 780 | 45 | 685 | 4 | 3 | 35 | 0 | 1 | 7 |
| 70 to 74 | 529 | 41 | 455 | 0 | 1 | 28 | 1 | 0 | 3 |
| 75 to 79 | 388 | 26 | 346 | 1 | 1 | 11 | 0 | 0 | 3 |
| 80 to 84 | 290 | 18 | 259 | 2 | 0 | 6 | 1 | 2 | 2 |
| 85 and Older | 344 | 14 | 323 | 0 | 0 | 5 | 0 | 0 | 2 |
| Under 18 | 2,402 | 583 | 1,631 | 7 | 8 | 61 | 4 | 7 | 101 |
| 65 and older | 2,331 | 144 | 2,068 | 7 | 5 | 85 | 2 | 3 | 17 |
| Median | | 31.0 | 47.2 | 40.8 | 35.0 | 43.3 | 40.8 | 35.6 | 22.7 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|---------------|-------------|
| Total population age 5 and over | 12,249 | 100% |
| Speak Only English | 9,661 | 79% |
| Speak Spanish: | 1,607 | 13% |
| Speak English "well" or "very well" | 991 | 8% |
| Speak English "not well" or "not at all" | 616 | 5% |
| Speak Asian/Pacific Island language: | 323 | 3% |
| Speak English "well" or "very well" | 301 | 2% |
| Speak English "not well" or "not at all" | 22 | <1% |
| Speak other language: | 658 | 5% |
| Speak English "well" or "very well" | 598 | 5% |
| Speak English "not well" or "not at all" | 60 | <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 | 9,704 | 100% |
| Less than 9th grade | 266 | 3% |
| 9th through 12th grade, no diploma | 281 | 3% |
| High school grad (incl. equivalency) | 972 | 10% |
| Some college, no degree | 1,770 | 18% |
| Associate degree | 622 | 6% |
| Bachelor's degree | 3,463 | 36% |
| Master's degree | 1,393 | 14% |
| Professional school degree | 501 | 5% |
| Doctorate degree | 436 | 4% |

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 | 12,488 | 100% | --- | --- | --- | --- |
| Enrolled in school | 2,508 | 20% | 1,943 | 16% | 565 | 5% |
| Nursery / Preschool | 113 | 5% | 23 | 1% | 90 | 16% |
| Kindergarten to grade 4 | 633 | 25% | 555 | 29% | 78 | 14% |
| Grade 5 to grade 8 | 482 | 19% | 386 | 20% | 96 | 17% |
| Grade 9 to grade 12 | 588 | 23% | 451 | 23% | 137 | 24% |
| College, undergraduate | 483 | 19% | 402 | 21% | 81 | 14% |
| Graduate or Professional school | 209 | 8% | 126 | 6% | 83 | 15% |
| Not enrolled in school | 9,980 | 80% | --- | --- | --- | --- |

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 | 5,650 | 100% | 1,291 | 100% | 4,359 | 100% |
| Family Households: | 3,190 | 56% | 1,288 | 100% | 1,902 | 44% |
| Married couple family | 2,665 | 47% | 1,003 | 78% | 1,662 | 38% |
| Other family: | 525 | 9% | 285 | 22% | 240 | 6% |
| Male householder, no wife | 199 | 4% | 92 | 7% | 107 | 2% |
| Female householder, no husband | 326 | 6% | 193 | 15% | 133 | 3% |
| Nonfamily households: | 2,460 | 44% | 3 | <1% | 2,457 | 56% |
| Householder living alone | 1,908 | 34% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 552 | 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 | 6,521 | 100% | 5650 | 871 | 13% | 2.28 |
| Single family (detached) | 2,845 | 44% | 2,678 | 167 | 6% | 2.47 |
| Single family (attached) | 1,013 | 16% | 903 | 110 | 11% | 2.29 |
| 2 to 4 units | 460 | 7% | 368 | 92 | 20% | 2.22 |
| 5 to 9 units | 271 | 4% | 186 | 85 | 31% | 1.92 |
| 10 or more units | 1,906 | 29% | 1,500 | 406 | 21% | 1.99 |
| Mobile home and Other | 26 | <1% | 15 | 11 | 42% | 2.40 |

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 | 3,374 | 100% |
| Less than \$150,000 | 35 | 1% |
| \$150,000 to \$199,999 | 11 | <1% |
| \$200,000 to \$249,999 | 40 | 1% |
| \$250,000 to \$299,999 | 10 | <1% |
| \$300,000 to \$399,999 | 160 | 5% |
| \$400,000 to \$499,999 | 91 | 3% |
| \$500,000 to \$749,999 | 533 | 16% |
| \$750,000 to \$999,999 | 780 | 23% |
| \$1,000,000 or more | 1,714 | 51% |

Median Value **\$1,017,442**

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 | 6,521 | 100% |
| 2005 or Later | 54 | 1% |
| 2000 to 2004 | 177 | 3% |
| 1990 to 1999 | 462 | 7% |
| 1980 to 1989 | 1,203 | 18% |
| 1970 to 1979 | 2,964 | 45% |
| 1960 to 1969 | 567 | 9% |
| 1950 to 1959 | 711 | 11% |
| 1940 to 1949 | 254 | 4% |
| 1939 or earlier | 129 | 2% |

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 | 5,650 | 100% | 2,276 | 100% | 3,374 | 100% |
| 1.00 occupant housing per room or less | 5,550 | 98% | 2,187 | 96% | 3,363 | 100% |
| 1.01 to 1.50 occupants per room | 48 | 1% | 47 | 2% | 1 | <1% |
| 1.51 to 2.00 occupants per room | 52 | 1% | 42 | 2% | 10 | <1% |
| 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 | 2,276 | 100% |
| Less than \$500 | 20 | 1% |
| \$500 to \$599 | 59 | 3% |
| \$600 to \$699 | 9 | <1% |
| \$700 to \$799 | 49 | 2% |
| \$800 to \$899 | 78 | 3% |
| \$900 to \$999 | 52 | 2% |
| \$1,000 to \$1,249 | 379 | 17% |
| \$1,250 to \$1,499 | 295 | 13% |
| \$1,500 to \$1,999 | 515 | 23% |
| \$2,000 or more | 743 | 33% |
| No cash rent | 77 | 3% |
| Median contract rent | \$1,691 | |

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 | 2,276 | 100% |
| Less than 20 percent | 295 | 13% |
| 20.0 to 24.9 percent | 463 | 20% |
| 25.0 to 29.9 percent | 186 | 8% |
| 30.0 to 34.9 percent | 177 | 8% |
| 35.0 to 39.9 percent | 111 | 5% |
| 40.0 to 49.9 percent | 237 | 10% |
| 50.0 percent or more | 714 | 31% |
| Not computed | 93 | 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 | 5,650 | 100% |
| No vehicle | 277 | 5% |
| 1 vehicle | 1,819 | 32% |
| 2 vehicles | 2,499 | 44% |
| 3 vehicles | 850 | 15% |
| 4 or more vehicles | 205 | 4% |

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 | 6,554 | 100% |
| Worked in state of residence | 6,554 | 100% |
| Worked in county of residence | 6,331 | 97% |
| Worked outside county of residence | 223 | 3% |
| Worked outside state of residence | 0 | 0% |

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 | 10,753 | 100% | 5,288 | 49% |
| In labor force | 6,922 | 64% | 3,933 | 57% |
| Armed forces | 29 | <1% | 29 | 100% |
| Civilian (employed) | 6,294 | 91% | 3,575 | 57% |
| Civilian (unemployed) | 599 | 9% | 329 | 55% |
| Not in labor force | 3,831 | 36% | 1,355 | 35% |
| Pct. of civilian labor force unemployed | 8.7% | | 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 | 6,554 | 100% |
| Car, truck or van: | 5,274 | 80% |
| Drove Alone | 4,630 | 71% |
| Carpooled | 644 | 10% |
| Public Transportation: | 66 | 1% |
| Bus | 18 | <1% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 46 | 1% |
| Other public transportation | 2 | <1% |
| Motorcycle | 34 | 1% |
| Bicycle | 59 | 1% |
| Walked | 229 | 3% |
| Other means | 34 | 1% |
| Worked at home | 858 | 13% |

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 | 6,554 | 100% |
| Did not work at home | 5,696 | 87% |
| Less than 10 minutes | 1,162 | 18% |
| 10 to 19 minutes | 1,516 | 23% |
| 20 to 29 minutes | 1,309 | 20% |
| 30 to 44 minutes | 1,350 | 21% |
| 45 to 59 minutes | 153 | 2% |
| 60 to 89 minutes | 155 | 2% |
| 90 minutes or more | 51 | 1% |
| Worked at home | 858 | 13% |
| Average time to work (minutes) | 24 | -- |

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+ | 6,517 | 100% |
| Agriculture, forestry, mining | 36 | 1% |
| Utilities | 9 | <1% |
| Construction | 324 | 5% |
| Manufacturing | 371 | 6% |
| Wholesale trade | 240 | 4% |
| Retail trade | 375 | 6% |
| Transportation & warehousing | 86 | 1% |
| Information & communications | 321 | 5% |
| Finance, insurance, & real estate | 629 | 10% |
| Professional, scientific, management, administration | 229 | 4% |
| Educational, social, & health services | 1,228 | 19% |
| Art, entertainment, recreation, accommodations, food | 904 | 14% |
| Other services | 277 | 4% |
| Public administration | 1,488 | 23% |

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+ | 6,517 | 100% |
| Management, professional & related: | 3,479 | 53% |
| Management (incl. farm managers) | 1,024 | 16% |
| Business & financial | 543 | 8% |
| Computer & mathematical | 272 | 4% |
| Architecture & engineering | 150 | 2% |
| Life, physical & social science | 174 | 3% |
| Community & social service | 83 | 1% |
| Legal | 215 | 3% |
| Education, training, & library | 406 | 6% |
| Art, entertainment, sports & media | 236 | 4% |
| Healthcare practitioners | 376 | 6% |
| Service: | 1,179 | 18% |
| Healthcare support | 51 | 1% |
| Protective service | 72 | 1% |
| Food preparation & serving | 588 | 9% |
| Building & grounds cleaning / maintenance | 356 | 5% |
| Personal care & service | 112 | 2% |
| Sales & office | 1,417 | 22% |
| Farming, fishing & forestry | 13 | <1% |
| Construction, extraction & maintenance | 228 | 3% |
| Production, transport & material moving | 201 | 3% |

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

Household Income

Number Percent

| | | |
|-------------------------|-----------------|-------------|
| Total Households | 5,650 | 100% |
| Less than \$15,000 | 469 | 8% |
| \$15,000 to \$29,999 | 461 | 8% |
| \$30,000 to \$44,999 | 516 | 9% |
| \$45,000 to \$59,999 | 463 | 8% |
| \$60,000 to \$74,999 | 533 | 9% |
| \$75,000 to \$99,999 | 647 | 11% |
| \$100,000 to \$124,999 | 594 | 11% |
| \$125,000 to \$149,999 | 457 | 8% |
| \$150,000 to \$199,999 | 548 | 10% |
| \$200,000 or more | 962 | 17% |
| Median Income | \$89,799 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 5,650 | 100% |
| With earnings | 4,446 | 79% |
| With wage and salary income | 3,976 | 70% |
| With self-employment income | 1,025 | 18% |
| With interest, dividend, or net rental income | 2,705 | 48% |
| With Social Security income | 1,619 | 29% |
| With Supplemental Security income | 54 | 1% |
| With public assistance income | 112 | 2% |
| With retirement income | 962 | 17% |
| With other types of income | 648 | 11% |

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 | 12,867 | 100% |
| Under .50 | 618 | 5% |
| .50 to .99 | 397 | 3% |
| 1.00 to 1.24 | 309 | 2% |
| 1.25 to 1.49 | 295 | 2% |
| 1.50 to 1.84 | 634 | 5% |
| 1.85 to 1.99 | 145 | 1% |
| 2.00 and over | 10,469 | 81% |

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 | 12,867 | 100% |
| Above Poverty | 11,852 | 92% |
| Below Poverty | 1,015 | 8% |

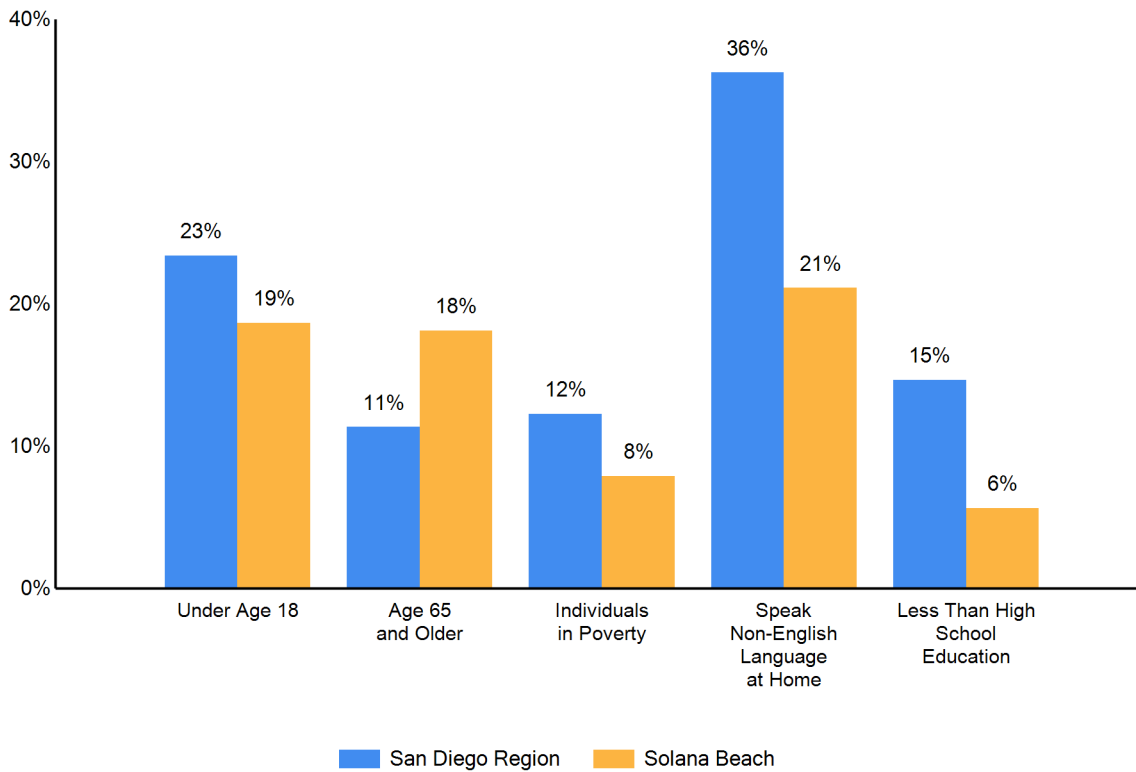
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 3,190 | 1,288 | 1,902 | 3,061 | 1,185 | 1,876 | 129 | 103 | 26 |
| Married couple family | 2,665 | 1,003 | 1,662 | 2,615 | 963 | 1,652 | 50 | 40 | 10 |
| Male householder, no wife present | 199 | 92 | 107 | 183 | 92 | 91 | 16 | 0 | 16 |
| Female householder, no husband present | 326 | 193 | 133 | 263 | 130 | 133 | 63 | 63 | 0 |

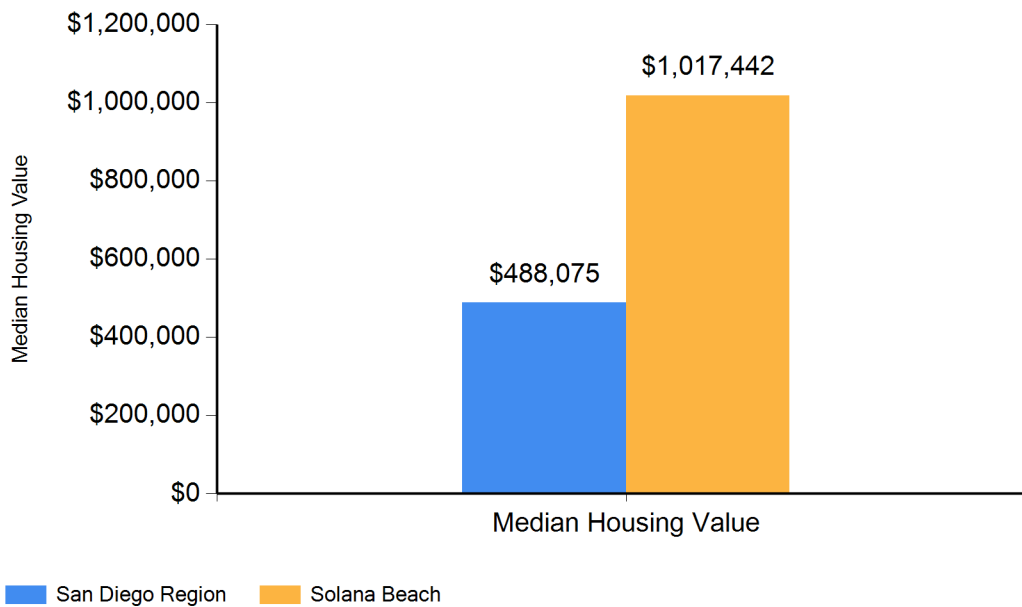
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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