



## Demographic and Socioeconomic Profile 2010

ZIP: 92008

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>27,568</b>	<b>100%</b>
White	20,074	73%
Hispanic	5,207	19%
Asian	1,091	4%
Two or More	702	3%
Black	285	1%
American Indian	96	<1%
Pacific Islander	58	<1%
Other	55	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>27,568</b>	<b>14,113</b>	<b>13,455</b>	<b>49%</b>
Under 5	1,307	678	629	48%
5 to 9	1,337	701	636	48%
10 to 14	1,456	779	677	46%
15 to 17	1,165	693	472	41%
18 and 19	613	368	245	40%
20 to 24	1,936	1,034	902	47%
25 to 29	2,577	1,403	1,174	46%
30 to 34	2,004	1,061	943	47%
35 to 39	1,736	905	831	48%
40 to 44	1,761	909	852	48%
45 to 49	1,991	991	1,000	50%
50 to 54	2,052	1,055	997	49%
55 to 59	1,899	923	976	51%
60 and 61	675	334	341	51%
62 to 64	954	495	459	48%
65 to 69	1,043	510	533	51%
70 to 74	755	338	417	55%
75 to 79	751	358	393	52%
80 to 84	676	283	393	58%
85 and Older	880	295	585	66%
Under 18	5,265	2,851	2,414	46%
65 and older	4,105	1,784	2,321	57%
<b>Median</b>	<b>39.0</b>	<b>36.9</b>	<b>41.3</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>23,468</b>	<b>100%</b>
Never Married	7,477	32%
Married, excluding separated	11,133	47%
Separated	379	2%
Widowed	1,252	5%
Divorced	3,227	14%

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>27,568</b>	<b>100%</b>
Household	26,991	98%
Group Quarters - Other	577	2%
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>27,568</b>	<b>5,207</b>	<b>20,074</b>	<b>285</b>	<b>96</b>	<b>1,091</b>	<b>58</b>	<b>55</b>	<b>702</b>
Under 5	1,307	420	741	15	3	35	3	7	83
5 to 9	1,337	410	787	13	7	45	2	10	63
10 to 14	1,456	439	854	14	3	55	3	3	85
15 to 17	1,165	320	720	22	4	54	2	2	41
18 and 19	613	153	404	14	3	19	1	1	18
20 to 24	1,936	475	1,278	30	13	62	7	2	69
25 to 29	2,577	496	1,846	31	11	112	3	6	72
30 to 34	2,004	432	1,361	22	8	112	4	5	60
35 to 39	1,736	382	1,197	14	6	93	7	3	34
40 to 44	1,761	368	1,231	33	8	81	2	6	32
45 to 49	1,991	333	1,500	16	6	90	11	4	31
50 to 54	2,052	265	1,635	23	7	84	5	2	31
55 to 59	1,899	209	1,590	11	7	50	2	2	28
60 and 61	675	57	581	5	3	23	2	0	4
62 to 64	954	81	816	3	0	38	1	2	13
65 to 69	1,043	101	883	6	1	39	2	0	11
70 to 74	755	88	623	7	1	28	0	0	8
75 to 79	751	81	613	5	3	41	1	0	7
80 to 84	676	53	595	1	2	20	0	0	5
85 and Older	880	44	819	0	0	10	0	0	7
Under 18	5,265	1,589	3,102	64	17	189	10	22	272
65 and older	4,105	367	3,533	19	7	138	3	0	38
<b>Median</b>		<b>28.9</b>	<b>43.4</b>	<b>30.8</b>	<b>32.5</b>	<b>37.8</b>	<b>37.9</b>	<b>27.1</b>	<b>24.4</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>26,261</b>	<b>100%</b>
Speak Only English	20,919	80%
Speak Spanish:	3,945	15%
Speak English "well" or "very well"	2,862	11%
Speak English "not well" or "not at all"	1,083	4%
Speak Asian/Pacific Island language:	447	2%
Speak English "well" or "very well"	385	1%
Speak English "not well" or "not at all"	62	<1%
Speak other language:	950	3%
Speak English "well" or "very well"	908	3%
Speak English "not well" or "not at all"	42	<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>19,754</b>	<b>100%</b>
Less than 9th grade	799	4%
9th through 12th grade, no diploma	796	4%
High school grad (incl. equivalency)	3,856	20%
Some college, no degree	4,379	22%
Associate degree	2,335	12%
Bachelor's degree	4,759	24%
Master's degree	1,936	10%
Professional school degree	463	2%
Doctorate degree	431	2%

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>26,787</b>	<b>100%</b>	---	---	---	---
Enrolled in school	6,437	24%	5,455	20%	982	4%
Nursery / Preschool	361	6%	188	3%	173	18%
Kindergarten to grade 4	1,372	21%	1,293	24%	79	8%
Grade 5 to grade 8	1,033	16%	970	18%	63	6%
Grade 9 to grade 12	1,574	24%	1,553	28%	21	2%
College, undergraduate	1,622	25%	1,222	22%	400	41%
Graduate or Professional school	475	7%	229	4%	246	25%
Not enrolled in school	20,350	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>11,577</b>	<b>100%</b>	<b>2,774</b>	<b>100%</b>	<b>8,803</b>	<b>100%</b>
Family Households:	6,553	57%	2,750	99%	3,803	43%
Married couple family	4,930	43%	1,728	62%	3,202	36%
Other family:	1,623	14%	1,022	37%	601	7%
Male householder, no wife	439	4%	323	12%	116	1%
Female householder, no husband	1,184	10%	699	25%	485	6%
Nonfamily households:	5,024	43%	24	1%	5,000	57%
Householder living alone	3,707	32%	----	----	----	----
Other nonfamily households	1,317	11%	----	----	----	----

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>12,501</b>	<b>100%</b>	<b>11,577</b>	<b>924</b>	<b>7%</b>	<b>2.33</b>
Single family (detached)	5,214	42%	4,943	271	5%	2.59
Single family (attached)	1,263	10%	1,179	84	7%	2.42
2 to 4 units	1,428	11%	1,319	109	8%	2.34
5 to 9 units	1,039	8%	925	114	11%	1.98
10 or more units	3,401	27%	3,084	317	9%	1.98
Mobile home and Other	156	1%	127	29	19%	2.35

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>5,556</b>	<b>100%</b>
Less than \$150,000	182	3%
\$150,000 to \$199,999	39	1%
\$200,000 to \$249,999	72	1%
\$250,000 to \$299,999	157	3%
\$300,000 to \$399,999	342	6%
\$400,000 to \$499,999	460	8%
\$500,000 to \$749,999	2,164	39%
\$750,000 to \$999,999	1,483	27%
\$1,000,000 or more	657	12%

**Median Value** **\$676,525**

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>12,501</b>	<b>100%</b>
2005 or Later	281	2%
2000 to 2004	1,153	9%
1990 to 1999	959	8%
1980 to 1989	2,464	20%
1970 to 1979	4,248	34%
1960 to 1969	1,724	14%
1950 to 1959	1,177	9%
1940 to 1949	250	2%
1939 or earlier	245	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
<b>Total occupied housing units</b>	<b>11,577</b>	<b>100%</b>	<b>6,021</b>	<b>100%</b>	<b>5,556</b>	<b>100%</b>
1.00 occupant housing per room or less	11,149	96%	5,636	94%	5,513	99%
1.01 to 1.50 occupants per room	257	2%	214	4%	43	1%
1.51 to 2.00 occupants per room	135	1%	135	2%	0	0%
2.01 or more occupants per room	36	<1%	36	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
<b>Total Units</b>	<b>6,021</b>	<b>100%</b>
Less than \$500	140	2%
\$500 to \$599	43	1%
\$600 to \$699	86	1%
\$700 to \$799	110	2%
\$800 to \$899	331	5%
\$900 to \$999	630	10%
\$1,000 to \$1,249	983	16%
\$1,250 to \$1,499	1,906	32%
\$1,500 to \$1,999	1,367	23%
\$2,000 or more	343	6%
No cash rent	82	1%
<b>Median contract rent</b>	<b>\$1,340</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>6,021</b>	<b>100%</b>
Less than 20 percent	1,007	17%
20.0 to 24.9 percent	643	11%
25.0 to 29.9 percent	768	13%
30.0 to 34.9 percent	628	10%
35.0 to 39.9 percent	526	9%
40.0 to 49.9 percent	764	13%
50.0 percent or more	1,511	25%
Not computed	174	3%

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>11,577</b>	<b>100%</b>
No vehicle	378	3%
1 vehicle	4,368	38%
2 vehicles	4,744	41%
3 vehicles	1,686	15%
4 or more vehicles	401	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
<b>Total Workers</b>	<b>14,862</b>	<b>100%</b>
Worked in state of residence	14,701	99%
Worked in county of residence	13,703	92%
Worked outside county of residence	998	7%
Worked outside state of residence	161	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>23,098</b>	<b>100%</b>	<b>11,729</b>	<b>51%</b>
In labor force	15,222	66%	8,685	57%
Armed forces	544	4%	523	96%
Civilian (employed)	13,463	88%	7,285	54%
Civilian (unemployed)	1,215	8%	877	72%
Not in labor force	7,876	34%	3,044	39%
Pct. of civilian labor force unemployed	8.3%		10.7%	

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>14,862</b>	<b>100%</b>
Car, truck or van:	12,855	86%
Drove Alone	11,634	78%
Carpooled	1,221	8%
Public Transportation:	219	1%
Bus	86	1%
Trolley / Streetcar	0	0%
Railroad	124	1%
Other public transportation	9	<1%
Motorcycle	79	1%
Bicycle	156	1%
Walked	585	4%
Other means	92	1%
Worked at home	876	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
<b>Total Workers</b>	<b>14,862</b>	<b>100%</b>
Did not work at home	13,986	94%
Less than 10 minutes	1,812	12%
10 to 19 minutes	4,743	32%
20 to 29 minutes	2,750	19%
30 to 44 minutes	1,975	13%
45 to 59 minutes	1,095	7%
60 to 89 minutes	1,131	8%
90 minutes or more	480	3%
Worked at home	876	6%
<b>Average time to work (minutes)</b>	<b>31</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>14,184</b>	<b>100%</b>
Agriculture, forestry, mining	100	1%
Utilities	229	2%
Construction	1,243	9%
Manufacturing	1,451	10%
Wholesale trade	388	3%
Retail trade	1,906	13%
Transportation & warehousing	256	2%
Information & communications	335	2%
Finance, insurance, & real estate	1,120	8%
Professional, scientific, management, administration	556	4%
Educational, social, & health services	2,526	18%
Art, entertainment, recreation, accommodations, food	1,647	12%
Other services	692	5%
Public administration	1,735	12%

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>14,184</b>	<b>100%</b>
Management, professional & related:	6,014	42%
Management (incl. farm managers)	1,888	13%
Business & financial	853	6%
Computer & mathematical	487	3%
Architecture & engineering	343	2%
Life, physical & social science	173	1%
Community & social service	91	1%
Legal	144	1%
Education, training, & library	892	6%
Art, entertainment, sports & media	450	3%
Healthcare practitioners	693	5%
Service:	2,160	15%
Healthcare support	106	1%
Protective service	164	1%
Food preparation & serving	826	6%
Building & grounds cleaning / maintenance	548	4%
Personal care & service	516	4%
Sales & office	3,690	26%
Farming, fishing & forestry	43	<1%
Construction, extraction & maintenance	1,403	10%
Production, transport & material moving	874	6%

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>11,577</b>	<b>100%</b>
Less than \$15,000	1,040	9%
\$15,000 to \$29,999	1,609	14%
\$30,000 to \$44,999	1,749	15%
\$45,000 to \$59,999	1,308	11%
\$60,000 to \$74,999	1,301	11%
\$75,000 to \$99,999	1,493	13%
\$100,000 to \$124,999	956	8%
\$125,000 to \$149,999	558	5%
\$150,000 to \$199,999	821	7%
\$200,000 or more	742	6%
<b>Median Income</b>	<b>\$60,951</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>11,577</b>	<b>100%</b>
With earnings	9,426	81%
With wage and salary income	8,763	76%
With self-employment income	1,995	17%
With interest, dividend, or net rental income	3,734	32%
With Social Security income	2,481	21%
With Supplemental Security income	251	2%
With public assistance income	120	1%
With retirement income	1,765	15%
With other types of income	1,229	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
<b>Total</b>	<b>27,482</b>	<b>100%</b>
Under .50	1,368	5%
.50 to .99	1,605	6%
1.00 to 1.24	931	3%
1.25 to 1.49	694	3%
1.50 to 1.84	1,459	5%
1.85 to 1.99	504	2%
2.00 and over	20,921	76%

*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>27,482</b>	<b>100%</b>
Above Poverty	24,509	89%
Below Poverty	2,973	11%

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

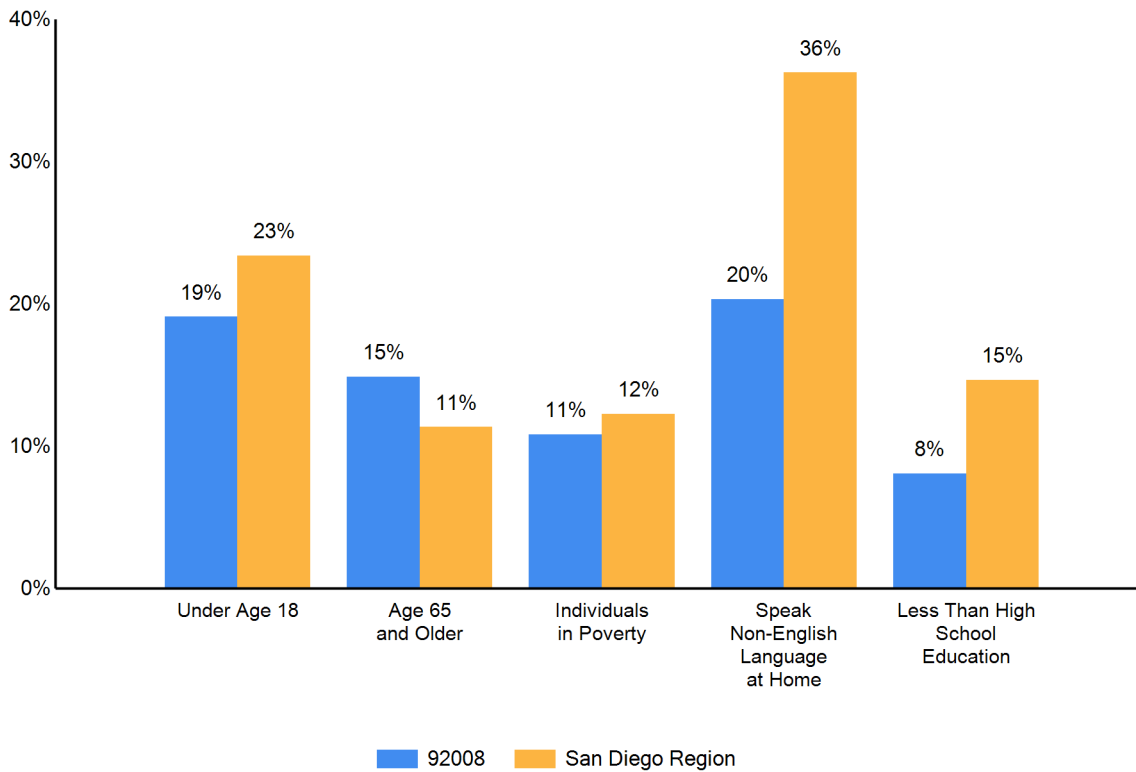
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>6,553</b>	<b>2,750</b>	<b>3,803</b>	<b>5,969</b>	<b>2,421</b>	<b>3,548</b>	<b>584</b>	<b>329</b>	<b>255</b>
Married couple family	4,930	1,728	3,202	4,605	1,625	2,980	325	103	222
Male householder, no wife present	439	323	116	439	323	116	0	0	0
Female householder, no husband present	1,184	699	485	925	473	452	259	226	33

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

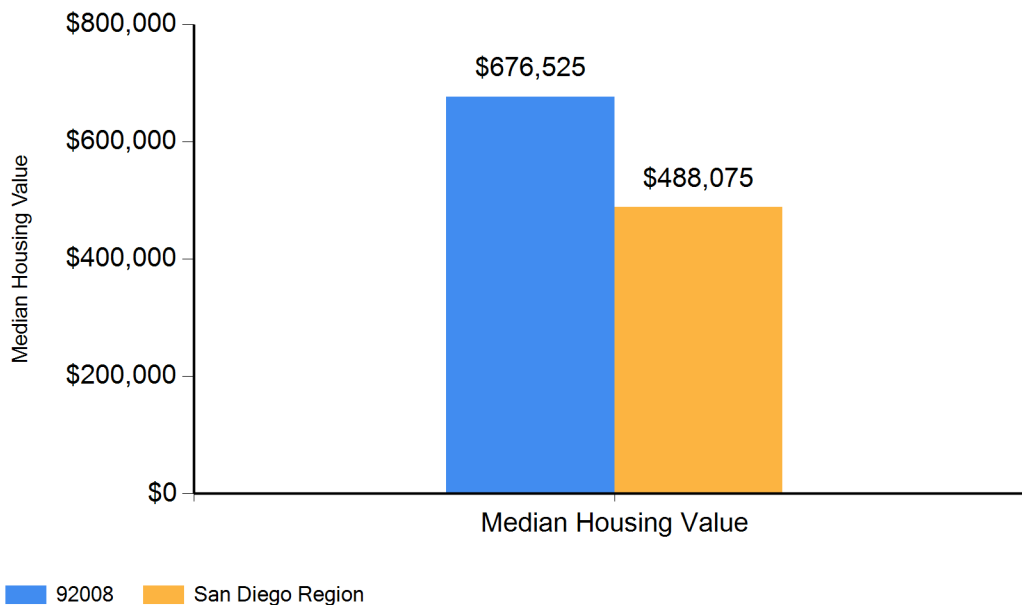


## Demographic and Socioeconomic Characteristics



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