



Demographic and Socioeconomic Profile 2010

TRACT: 83.33

Population by Race

| | Population | Percent |
|-------------------------|---------------|-------------|
| Total Population | 13,744 | 100% |
| White | 7,846 | 57% |
| Asian | 4,177 | 30% |
| Hispanic | 993 | 7% |
| Two or More | 534 | 4% |
| Black | 122 | 1% |
| Other | 46 | <1% |
| American Indian | 16 | <1% |
| Pacific Islander | 10 | <1% |

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

| | Total | Male | Female | Percent Female |
|-------------------------|---------------|--------------|--------------|----------------|
| Total Population | 13,744 | 7,473 | 6,271 | 46% |
| Under 5 | 1,156 | 644 | 512 | 44% |
| 5 to 9 | 1,333 | 684 | 649 | 49% |
| 10 to 14 | 1,590 | 953 | 637 | 40% |
| 15 to 17 | 456 | 186 | 270 | 59% |
| 18 and 19 | 219 | 65 | 154 | 70% |
| 20 to 24 | 466 | 338 | 128 | 27% |
| 25 to 29 | 554 | 377 | 177 | 32% |
| 30 to 34 | 965 | 480 | 485 | 50% |
| 35 to 39 | 1,314 | 594 | 720 | 55% |
| 40 to 44 | 1,806 | 965 | 841 | 47% |
| 45 to 49 | 1,218 | 621 | 597 | 49% |
| 50 to 54 | 683 | 378 | 305 | 45% |
| 55 to 59 | 809 | 602 | 207 | 26% |
| 60 and 61 | 164 | 105 | 59 | 36% |
| 62 to 64 | 325 | 219 | 106 | 33% |
| 65 to 69 | 219 | 123 | 96 | 44% |
| 70 to 74 | 312 | 46 | 266 | 85% |
| 75 to 79 | 45 | 9 | 36 | 80% |
| 80 to 84 | 18 | 2 | 16 | 89% |
| 85 and Older | 92 | 82 | 10 | 11% |
| Under 18 | 4,535 | 2,467 | 2,068 | 46% |
| 65 and older | 686 | 262 | 424 | 62% |
| Median | 35.5 | 35.1 | 35.9 | |

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

| | Number | Percent |
|---|--------------|-------------|
| Total population age 15 and over | 9,665 | 100% |
| Never Married | 1,967 | 20% |
| Married, excluding separated | 6,760 | 70% |
| Separated | 87 | <1% |
| Widowed | 85 | <1% |
| Divorced | 766 | 8% |

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 | 13,744 | 100% |
| Household | 13,744 | 100% |
| Group Quarters - Military | 0 | 0% |
| Group Quarters - College | 0 | 0% |
| Group Quarters - Other | 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. | 13,744 | 993 | 7,846 | 122 | 16 | 4,177 | 10 | 46 | 534 |
| Under 5 | 1,156 | 103 | 690 | 8 | 0 | 251 | 1 | 0 | 103 |
| 5 to 9 | 1,333 | 132 | 575 | 0 | 0 | 438 | 0 | 15 | 173 |
| 10 to 14 | 1,590 | 60 | 912 | 8 | 14 | 503 | 0 | 2 | 91 |
| 15 to 17 | 456 | 37 | 225 | 1 | 0 | 151 | 1 | 9 | 32 |
| 18 and 19 | 219 | 30 | 170 | 1 | 0 | 7 | 0 | 5 | 6 |
| 20 to 24 | 466 | 59 | 169 | 16 | 0 | 195 | 0 | 3 | 24 |
| 25 to 29 | 554 | 72 | 381 | 18 | 0 | 75 | 1 | 2 | 5 |
| 30 to 34 | 965 | 58 | 529 | 40 | 0 | 314 | 1 | 4 | 19 |
| 35 to 39 | 1,314 | 153 | 673 | 9 | 0 | 470 | 3 | 1 | 5 |
| 40 to 44 | 1,806 | 130 | 987 | 2 | 0 | 672 | 0 | 0 | 15 |
| 45 to 49 | 1,218 | 69 | 786 | 11 | 2 | 322 | 1 | 2 | 25 |
| 50 to 54 | 683 | 41 | 401 | 6 | 0 | 203 | 0 | 2 | 30 |
| 55 to 59 | 809 | 29 | 529 | 2 | 0 | 243 | 0 | 1 | 5 |
| 60 and 61 | 164 | 0 | 152 | 0 | 0 | 12 | 0 | 0 | 0 |
| 62 to 64 | 325 | 2 | 209 | 0 | 0 | 114 | 0 | 0 | 0 |
| 65 to 69 | 219 | 5 | 144 | 0 | 0 | 69 | 0 | 0 | 1 |
| 70 to 74 | 312 | 12 | 190 | 0 | 0 | 109 | 1 | 0 | 0 |
| 75 to 79 | 45 | 0 | 20 | 0 | 0 | 24 | 1 | 0 | 0 |
| 80 to 84 | 18 | 0 | 16 | 0 | 0 | 2 | 0 | 0 | 0 |
| 85 and Older | 92 | 1 | 88 | 0 | 0 | 3 | 0 | 0 | 0 |
| Under 18 | 4,535 | 332 | 2,402 | 17 | 14 | 1,343 | 2 | 26 | 399 |
| 65 and older | 686 | 18 | 458 | 0 | 0 | 207 | 2 | 0 | 1 |
| Median | | 30.3 | 37.0 | 31.1 | 12.9 | 36.6 | 36.7 | 17.0 | 9.7 |

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

| | Number | Percent |
|--|---------------|-------------|
| Total population age 5 and over | 12,588 | 100% |
| Speak Only English | 7,473 | 59% |
| Speak Spanish: | 468 | 4% |
| Speak English "well" or "very well" | 434 | 3% |
| Speak English "not well" or "not at all" | 34 | <1% |
| Speak Asian/Pacific Island language: | 3,196 | 25% |
| Speak English "well" or "very well" | 2,865 | 23% |
| Speak English "not well" or "not at all" | 331 | 3% |
| Speak other language: | 1,451 | 10% |
| Speak English "well" or "very well" | 1,288 | 10% |
| Speak English "not well" or "not at all" | 163 | 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 | 8,524 | 100% |
| Less than 9th grade | 59 | 1% |
| 9th through 12th grade, no diploma | 77 | 1% |
| High school grad (incl. equivalency) | 387 | 5% |
| Some college, no degree | 881 | 10% |
| Associate degree | 487 | 6% |
| Bachelor's degree | 2,993 | 35% |
| Master's degree | 1,920 | 23% |
| Professional school degree | 775 | 9% |
| Doctorate degree | 945 | 11% |

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 | 13,126 | 100% | --- | --- | --- | --- |
| Enrolled in school | 4,297 | 33% | 3,504 | 27% | 793 | 6% |
| Nursery / Preschool | 417 | 10% | 99 | 3% | 318 | 40% |
| Kindergarten to grade 4 | 1,817 | 42% | 1,575 | 45% | 242 | 31% |
| Grade 5 to grade 8 | 822 | 19% | 782 | 22% | 40 | 5% |
| Grade 9 to grade 12 | 653 | 15% | 637 | 18% | 16 | 2% |
| College, undergraduate | 458 | 11% | 366 | 10% | 92 | 12% |
| Graduate or Professional school | 130 | 3% | 45 | 1% | 85 | 11% |
| Not enrolled in school | 8,829 | 67% | --- | --- | --- | --- |

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 | 4,582 | 100% | 2,609 | 100% | 1,973 | 100% |
| Family Households: | 3,681 | 80% | 2,609 | 100% | 1,072 | 54% |
| Married couple family | 3,063 | 67% | 2,195 | 84% | 868 | 44% |
| Other family: | 618 | 13% | 414 | 16% | 204 | 10% |
| Male householder, no wife | 227 | 5% | 157 | 6% | 70 | 4% |
| Female householder, no husband | 391 | 9% | 257 | 10% | 134 | 7% |
| Nonfamily households: | 901 | 20% | 0 | 0% | 901 | 46% |
| Householder living alone | 741 | 16% | ---- | ---- | ---- | ---- |
| Other nonfamily households | 160 | 3% | ---- | ---- | ---- | ---- |

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 | 4,722 | 100% | 4582 | 140 | 3% | 3.00 |
| Single family (detached) | 3,131 | 66% | 3,009 | 122 | 4% | 3.09 |
| Single family (attached) | 0 | 0% | 0 | 0 | 0% | 0.00 |
| 2 to 4 units | 18 | <1% | 18 | 0 | 0% | 3.06 |
| 5 to 9 units | 285 | 6% | 282 | 3 | 1% | 2.85 |
| 10 or more units | 1,288 | 27% | 1,273 | 15 | 1% | 2.82 |
| 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 | 2,637 | 100% |
| Less than \$150,000 | 87 | 3% |
| \$150,000 to \$199,999 | 0 | 0% |
| \$200,000 to \$249,999 | 0 | 0% |
| \$250,000 to \$299,999 | 0 | 0% |
| \$300,000 to \$399,999 | 9 | <1% |
| \$400,000 to \$499,999 | 0 | 0% |
| \$500,000 to \$749,999 | 287 | 11% |
| \$750,000 to \$999,999 | 839 | 32% |
| \$1,000,000 or more | 1,415 | 54% |

Median Value **\$1,068,006**

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 | 4,722 | 100% |
| 2005 or Later | 356 | 8% |
| 2000 to 2004 | 2,826 | 60% |
| 1990 to 1999 | 1,351 | 29% |
| 1980 to 1989 | 157 | 3% |
| 1970 to 1979 | 15 | <1% |
| 1960 to 1969 | 0 | 0% |
| 1950 to 1959 | 10 | <1% |
| 1940 to 1949 | 6 | <1% |
| 1939 or earlier | 1 | <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 | 4,582 | 100% | 1,945 | 100% | 2,637 | 100% |
| 1.00 occupant housing per room or less | 4,489 | 98% | 1,865 | 96% | 2,624 | 100% |
| 1.01 to 1.50 occupants per room | 81 | 2% | 68 | 3% | 13 | <1% |
| 1.51 to 2.00 occupants per room | 12 | <1% | 12 | 1% | 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 | 1,945 | 100% |
| Less than \$500 | 0 | 0% |
| \$500 to \$599 | 0 | 0% |
| \$600 to \$699 | 17 | 1% |
| \$700 to \$799 | 0 | 0% |
| \$800 to \$899 | 18 | 1% |
| \$900 to \$999 | 0 | 0% |
| \$1,000 to \$1,249 | 19 | 1% |
| \$1,250 to \$1,499 | 60 | 3% |
| \$1,500 to \$1,999 | 988 | 51% |
| \$2,000 or more | 834 | 43% |
| No cash rent | 9 | <1% |
| Median contract rent | \$1,934 | |

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 | 1,945 | 100% |
| Less than 20 percent | 455 | 23% |
| 20.0 to 24.9 percent | 410 | 21% |
| 25.0 to 29.9 percent | 323 | 17% |
| 30.0 to 34.9 percent | 269 | 14% |
| 35.0 to 39.9 percent | 8 | <1% |
| 40.0 to 49.9 percent | 108 | 6% |
| 50.0 percent or more | 301 | 15% |
| Not computed | 71 | 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 | 4,582 | 100% |
| No vehicle | 50 | 1% |
| 1 vehicle | 1,040 | 23% |
| 2 vehicles | 2,670 | 58% |
| 3 vehicles | 723 | 16% |
| 4 or more vehicles | 99 | 2% |

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 | 6,583 | 100% |
| Worked in state of residence | 6,499 | 99% |
| Worked in county of residence | 6,394 | 97% |
| Worked outside county of residence | 105 | 2% |
| Worked outside state of residence | 84 | 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 | 9,497 | 100% | 5,131 | 54% |
| In labor force | 7,199 | 76% | 4,314 | 60% |
| Armed forces | 48 | 1% | 48 | 100% |
| Civilian (employed) | 6,831 | 95% | 4,132 | 60% |
| Civilian (unemployed) | 320 | 4% | 134 | 42% |
| Not in labor force | 2,298 | 24% | 817 | 36% |
| Pct. of civilian labor force unemployed | 4.5% | | 3.1% | |

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 | 6,583 | 100% |
| Car, truck or van: | 5,823 | 88% |
| Drove Alone | 5,186 | 79% |
| Carpooled | 637 | 10% |
| Public Transportation: | 23 | <1% |
| Bus | 0 | 0% |
| Trolley / Streetcar | 0 | 0% |
| Railroad | 9 | <1% |
| Other public transportation | 14 | <1% |
| Motorcycle | 0 | 0% |
| Bicycle | 36 | 1% |
| Walked | 28 | <1% |
| Other means | 84 | 1% |
| Worked at home | 589 | 9% |

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 | 6,583 | 100% |
| Did not work at home | 5,994 | 91% |
| Less than 10 minutes | 590 | 9% |
| 10 to 19 minutes | 2,711 | 41% |
| 20 to 29 minutes | 1,563 | 24% |
| 30 to 44 minutes | 844 | 13% |
| 45 to 59 minutes | 179 | 3% |
| 60 to 89 minutes | 53 | 1% |
| 90 minutes or more | 54 | 1% |
| Worked at home | 589 | 9% |
| Average time to work (minutes) | 23 | -- |

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+ | 6,537 | 100% |
| Agriculture, forestry, mining | 0 | 0% |
| Utilities | 29 | <1% |
| Construction | 98 | 1% |
| Manufacturing | 1,385 | 21% |
| Wholesale trade | 269 | 4% |
| Retail trade | 510 | 8% |
| Transportation & warehousing | 41 | 1% |
| Information & communications | 344 | 5% |
| Finance, insurance, & real estate | 640 | 10% |
| Professional, scientific, management, administration | 131 | 2% |
| Educational, social, & health services | 1,102 | 17% |
| Art, entertainment, recreation, accommodations, food | 340 | 5% |
| Other services | 190 | 3% |
| Public administration | 1,458 | 22% |

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+ | 6,537 | 100% |
| Management, professional & related: | 4,730 | 72% |
| Management (incl. farm managers) | 1,322 | 20% |
| Business & financial | 399 | 6% |
| Computer & mathematical | 696 | 11% |
| Architecture & engineering | 608 | 9% |
| Life, physical & social science | 343 | 5% |
| Community & social service | 49 | 1% |
| Legal | 408 | 6% |
| Education, training, & library | 293 | 4% |
| Art, entertainment, sports & media | 162 | 2% |
| Healthcare practitioners | 450 | 7% |
| Service: | 248 | 4% |
| Healthcare support | 29 | <1% |
| Protective service | 45 | 1% |
| Food preparation & serving | 59 | 1% |
| Building & grounds cleaning / maintenance | 0 | 0% |
| Personal care & service | 115 | 2% |
| Sales & office | 1,376 | 21% |
| Farming, fishing & forestry | 0 | 0% |
| Construction, extraction & maintenance | 65 | 1% |
| Production, transport & material moving | 118 | 2% |

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

Household Income

Number Percent

| | | |
|-------------------------|------------------|-------------|
| Total Households | 4,582 | 100% |
| Less than \$15,000 | 164 | 4% |
| \$15,000 to \$29,999 | 126 | 3% |
| \$30,000 to \$44,999 | 132 | 3% |
| \$45,000 to \$59,999 | 95 | 2% |
| \$60,000 to \$74,999 | 167 | 4% |
| \$75,000 to \$99,999 | 567 | 12% |
| \$100,000 to \$124,999 | 748 | 16% |
| \$125,000 to \$149,999 | 552 | 12% |
| \$150,000 to \$199,999 | 719 | 16% |
| \$200,000 or more | 1,312 | 29% |
| Median Income | \$138,225 | — |

Source: SANDAG, Current Estimates (2010)

Earnings and Income

| | Number | Percent |
|---|--------------|-------------|
| Total households | 4,582 | 100% |
| With earnings | 4,417 | 96% |
| With wage and salary income | 4,165 | 91% |
| With self-employment income | 742 | 16% |
| With interest, dividend, or net rental income | 1,973 | 43% |
| With Social Security income | 159 | 3% |
| With Supplemental Security income | 15 | <1% |
| With public assistance income | 45 | 1% |
| With retirement income | 210 | 5% |
| With other types of income | 343 | 7% |

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 | 13,713 | 100% |
| Under .50 | 216 | 2% |
| .50 to .99 | 183 | 1% |
| 1.00 to 1.24 | 9 | <1% |
| 1.25 to 1.49 | 76 | 1% |
| 1.50 to 1.84 | 130 | 1% |
| 1.85 to 1.99 | 0 | 0% |
| 2.00 and over | 13,099 | 96% |

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 | 13,713 | 100% |
| Above Poverty | 13,314 | 97% |
| Below Poverty | 399 | 3% |

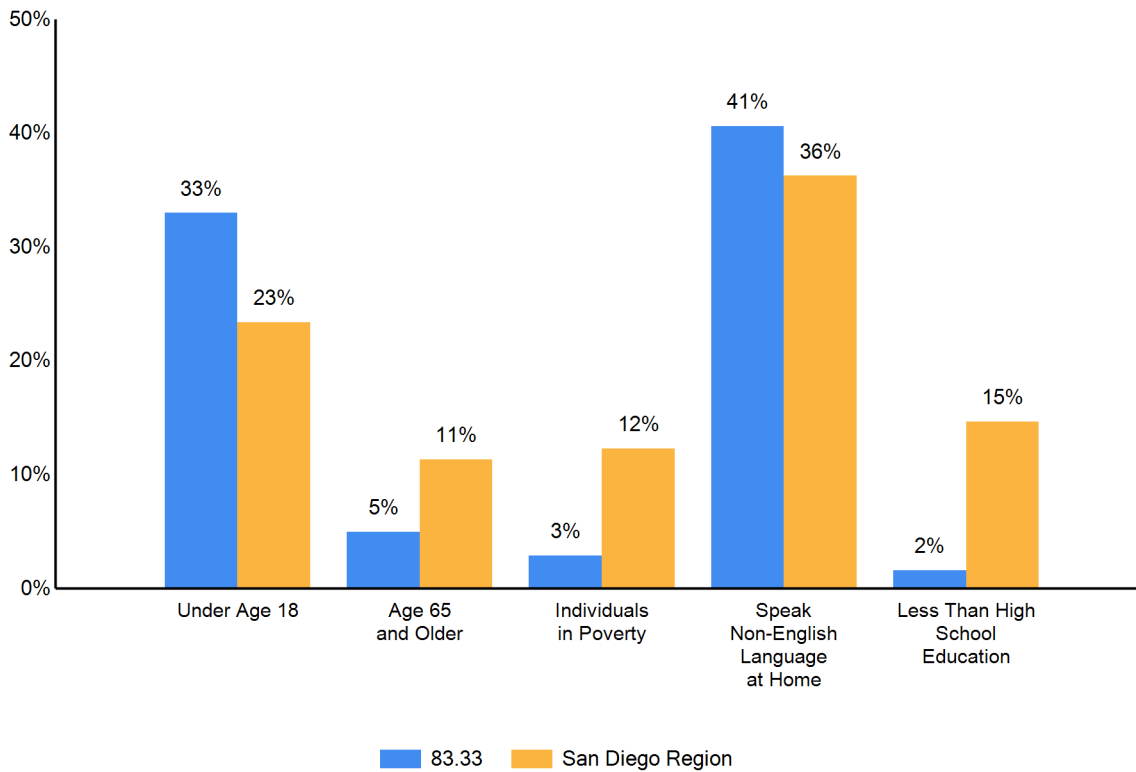
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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 | 3,681 | 2,609 | 1,072 | 3,531 | 2,575 | 956 | 150 | 34 | 116 |
| Married couple family | 3,063 | 2,195 | 868 | 2,978 | 2,184 | 794 | 85 | 11 | 74 |
| Male householder, no wife present | 227 | 157 | 70 | 196 | 143 | 53 | 31 | 14 | 17 |
| Female householder, no husband present | 391 | 257 | 134 | 357 | 248 | 109 | 34 | 9 | 25 |

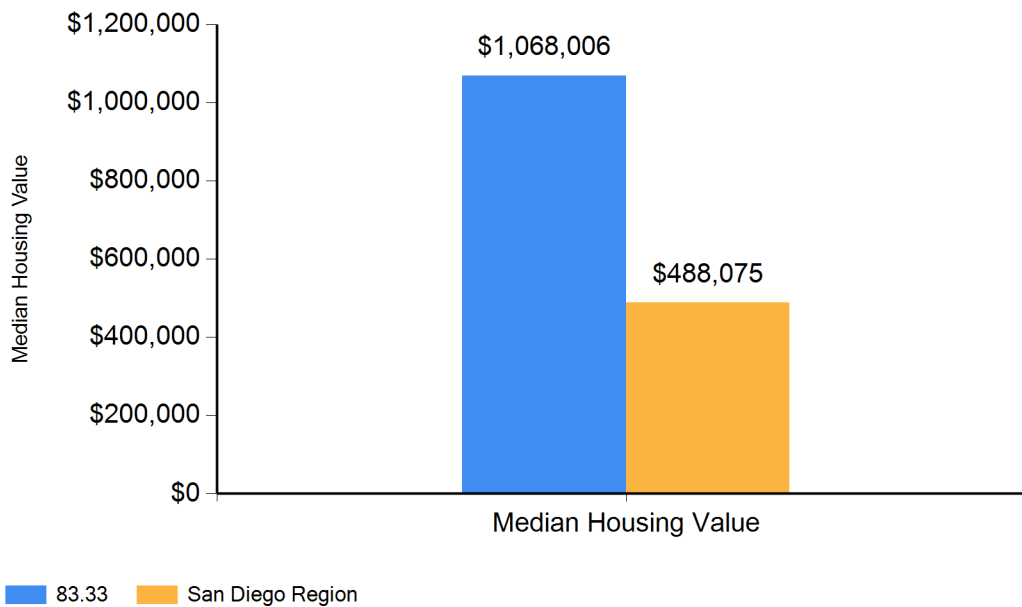
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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