



Demographic and Socioeconomic Profile 2010

SRA: Valley Center

Population by Race

	Population	Percent
Total Population	22,837	100%
White	14,722	64%
Hispanic	5,643	25%
American Indian	933	4%
Asian	780	3%
Two or More	521	2%
Black	160	1%
Pacific Islander	39	<1%
Other	39	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	22,837	11,396	11,441	50%
Under 5	1,198	588	610	51%
5 to 9	1,313	692	621	47%
10 to 14	1,515	761	754	50%
15 to 17	1,090	556	534	49%
18 and 19	633	307	326	52%
20 to 24	1,287	664	623	48%
25 to 29	1,039	534	505	49%
30 to 34	965	524	441	46%
35 to 39	1,136	523	613	54%
40 to 44	1,383	663	720	52%
45 to 49	1,867	905	962	52%
50 to 54	2,045	1,022	1,023	50%
55 to 59	1,871	902	969	52%
60 and 61	806	417	389	48%
62 to 64	952	478	474	50%
65 to 69	1,251	627	624	50%
70 to 74	920	471	449	49%
75 to 79	646	335	311	48%
80 to 84	496	241	255	51%
85 and Older	424	186	238	56%
Under 18	5,116	2,597	2,519	49%
65 and older	3,737	1,860	1,877	50%
Median	44.5	44.1	44.8	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	18,811	100%
Never Married	4,220	22%
Married, excluding separated	11,873	63%
Separated	363	2%
Widowed	924	5%
Divorced	1,431	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	22,837	100%
Household	22,776	100%
Group Quarters - Other	61	<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
Total Pop.	22,837	5,643	14,722	160	933	780	39	39	521
Under 5	1,198	512	484	8	94	32	1	7	60
5 to 9	1,313	505	638	7	74	22	6	4	57
10 to 14	1,515	537	762	12	70	39	4	6	85
15 to 17	1,090	367	595	9	59	22	3	3	32
18 and 19	633	228	330	8	25	21	1	3	17
20 to 24	1,287	453	656	7	91	42	1	1	36
25 to 29	1,039	392	527	5	53	44	1	0	17
30 to 34	965	364	454	7	70	42	1	1	26
35 to 39	1,136	414	597	8	40	49	3	1	24
40 to 44	1,383	399	829	15	51	50	3	3	33
45 to 49	1,867	400	1,275	23	67	68	2	1	31
50 to 54	2,045	330	1,529	10	55	82	4	4	31
55 to 59	1,871	245	1,448	12	45	87	1	3	30
60 and 61	806	97	642	6	18	36	2	0	5
62 to 64	952	95	777	5	31	36	1	0	7
65 to 69	1,251	126	1,026	5	31	48	3	1	11
70 to 74	920	71	792	8	20	18	1	0	10
75 to 79	646	56	544	1	17	21	1	0	6
80 to 84	496	28	437	2	13	13	0	1	2
85 and Older	424	24	380	2	9	8	0	0	1
Under 18	5,116	1,921	2,479	36	297	115	14	20	234
65 and older	3,737	305	3,179	18	90	108	5	2	30
Median		27.8	50.7	43.0	30.0	47.0	37.5	17.5	21.3

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	21,639	100%
Speak Only English	16,927	78%
Speak Spanish:	3,481	16%
Speak English "well" or "very well"	2,928	14%
Speak English "not well" or "not at all"	553	3%
Speak Asian/Pacific Island language:	658	3%
Speak English "well" or "very well"	563	3%
Speak English "not well" or "not at all"	95	<1%
Speak other language:	573	2%
Speak English "well" or "very well"	519	2%
Speak English "not well" or "not at all"	54	<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	15,801	100%
Less than 9th grade	858	5%
9th through 12th grade, no diploma	696	4%
High school grad (incl. equivalency)	3,802	24%
Some college, no degree	3,491	22%
Associate degree	1,327	8%
Bachelor's degree	3,766	24%
Master's degree	1,188	8%
Professional school degree	488	3%
Doctorate degree	185	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	22,118	100%	---	---	---	---
Enrolled in school	5,481	25%	4,689	21%	792	4%
Nursery / Preschool	395	7%	73	2%	322	41%
Kindergarten to grade 4	1,375	25%	1,264	27%	111	14%
Grade 5 to grade 8	1,141	21%	995	21%	146	18%
Grade 9 to grade 12	1,409	26%	1,265	27%	144	18%
College, undergraduate	1,081	20%	1,035	22%	46	6%
Graduate or Professional school	80	1%	57	1%	23	3%
Not enrolled in school	16,637	75%	---	---	---	---

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	7,973	100%	2,646	100%	5,327	100%
Family Households:	6,472	81%	2,635	100%	3,837	72%
Married couple family	5,617	70%	2,124	80%	3,493	66%
Other family:	855	11%	511	19%	344	6%
Male householder, no wife	553	7%	305	12%	248	5%
Female householder, no husband	302	4%	206	8%	96	2%
Nonfamily households:	1,501	19%	11	<1%	1,490	28%
Householder living alone	1,328	17%	----	----	----	----
Other nonfamily households	173	2%	----	----	----	----

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	8,603	100%	7973	630	7%	2.86
Single family (detached)	7,106	83%	6,779	327	5%	2.90
Single family (attached)	255	3%	231	24	9%	3.07
2 to 4 units	50	1%	50	0	0%	2.32
5 to 9 units	27	<1%	27	0	0%	2.67
10 or more units	0	0%	0	0	0%	0.00
Mobile home and Other	1,165	14%	886	279	24%	2.54

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	7,104	100%
Less than \$150,000	525	7%
\$150,000 to \$199,999	107	2%
\$200,000 to \$249,999	128	2%
\$250,000 to \$299,999	223	3%
\$300,000 to \$399,999	824	12%
\$400,000 to \$499,999	1,067	15%
\$500,000 to \$749,999	2,669	38%
\$750,000 to \$999,999	1,097	15%
\$1,000,000 or more	464	7%

Median Value **\$566,988**

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	8,603	100%
2005 or Later	745	9%
2000 to 2004	1,219	14%
1990 to 1999	1,378	16%
1980 to 1989	2,272	26%
1970 to 1979	1,699	20%
1960 to 1969	632	7%
1950 to 1959	344	4%
1940 to 1949	184	2%
1939 or earlier	130	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	7,973	100%	869	100%	7,104	100%
1.00 occupant housing per room or less	7,866	99%	831	96%	7,035	99%
1.01 to 1.50 occupants per room	80	1%	38	4%	42	1%
1.51 to 2.00 occupants per room	27	<1%	0	0%	27	<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	869	100%
Less than \$500	73	8%
\$500 to \$599	16	2%
\$600 to \$699	37	4%
\$700 to \$799	21	2%
\$800 to \$899	60	7%
\$900 to \$999	3	<1%
\$1,000 to \$1,249	81	9%
\$1,250 to \$1,499	57	7%
\$1,500 to \$1,999	185	21%
\$2,000 or more	186	21%
No cash rent	150	17%
Median contract rent	\$1,750	

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	869	100%
Less than 20 percent	181	21%
20.0 to 24.9 percent	227	26%
25.0 to 29.9 percent	29	3%
30.0 to 34.9 percent	13	1%
35.0 to 39.9 percent	83	10%
40.0 to 49.9 percent	38	4%
50.0 percent or more	153	18%
Not computed	145	17%

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	7,973	100%
No vehicle	171	2%
1 vehicle	1,589	20%
2 vehicles	3,104	39%
3 vehicles	1,980	25%
4 or more vehicles	1,129	14%

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	10,425	100%
Worked in state of residence	10,317	99%
Worked in county of residence	9,725	93%
Worked outside county of residence	592	6%
Worked outside state of residence	108	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	18,499	100%	9,188	50%
In labor force	10,682	58%	6,048	57%
Armed forces	36	<1%	36	100%
Civilian (employed)	9,925	93%	5,551	56%
Civilian (unemployed)	721	7%	461	64%
Not in labor force	7,817	42%	3,140	40%
Pct. of civilian labor force unemployed	6.8%		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
Total Workers	10,425	100%
Car, truck or van:	9,260	89%
Drove Alone	8,449	81%
Carpooled	811	8%
Public Transportation:	51	<1%
Bus	26	<1%
Trolley / Streetcar	0	0%
Railroad	25	<1%
Other public transportation	0	0%
Motorcycle	33	<1%
Bicycle	0	0%
Walked	230	2%
Other means	21	<1%
Worked at home	830	8%

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	10,425	100%
Did not work at home	9,595	92%
Less than 10 minutes	896	9%
10 to 19 minutes	1,454	14%
20 to 29 minutes	2,044	20%
30 to 44 minutes	2,654	25%
45 to 59 minutes	1,093	10%
60 to 89 minutes	875	8%
90 minutes or more	579	6%
Worked at home	830	8%
Average time to work (minutes)	40	--

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+	10,352	100%
Agriculture, forestry, mining	296	3%
Utilities	110	1%
Construction	1,099	11%
Manufacturing	1,184	11%
Wholesale trade	430	4%
Retail trade	832	8%
Transportation & warehousing	290	3%
Information & communications	189	2%
Finance, insurance, & real estate	1,006	10%
Professional, scientific, management, administration	293	3%
Educational, social, & health services	1,845	18%
Art, entertainment, recreation, accommodations, food	1,018	10%
Other services	469	5%
Public administration	1,291	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
Total employed civilian age 16+	10,352	100%
Management, professional & related:	4,435	43%
Management (incl. farm managers)	1,659	16%
Business & financial	619	6%
Computer & mathematical	337	3%
Architecture & engineering	215	2%
Life, physical & social science	110	1%
Community & social service	130	1%
Legal	84	1%
Education, training, & library	770	7%
Art, entertainment, sports & media	209	2%
Healthcare practitioners	302	3%
Service:	1,312	13%
Healthcare support	44	<1%
Protective service	158	2%
Food preparation & serving	371	4%
Building & grounds cleaning / maintenance	446	4%
Personal care & service	293	3%
Sales & office	2,809	27%
Farming, fishing & forestry	74	1%
Construction, extraction & maintenance	888	9%
Production, transport & material moving	834	8%

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

Household Income

	Number	Percent
Total Households	7,973	100%
Less than \$15,000	310	4%
\$15,000 to \$29,999	639	8%
\$30,000 to \$44,999	826	10%
\$45,000 to \$59,999	1,059	13%
\$60,000 to \$74,999	1,110	14%
\$75,000 to \$99,999	1,067	13%
\$100,000 to \$124,999	957	12%
\$125,000 to \$149,999	668	8%
\$150,000 to \$199,999	557	7%
\$200,000 or more	780	10%
Median Income	\$75,996	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	7,973	100%
With earnings	6,421	81%
With wage and salary income	6,051	76%
With self-employment income	1,610	20%
With interest, dividend, or net rental income	2,955	37%
With Social Security income	2,544	32%
With Supplemental Security income	129	2%
With public assistance income	8	<1%
With retirement income	1,800	23%
With other types of income	1,445	18%

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	22,819	100%
Under .50	577	3%
.50 to .99	741	3%
1.00 to 1.24	321	1%
1.25 to 1.49	395	2%
1.50 to 1.84	973	4%
1.85 to 1.99	361	2%
2.00 and over	19,451	85%

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	22,819	100%
Above Poverty	21,501	94%
Below Poverty	1,318	6%

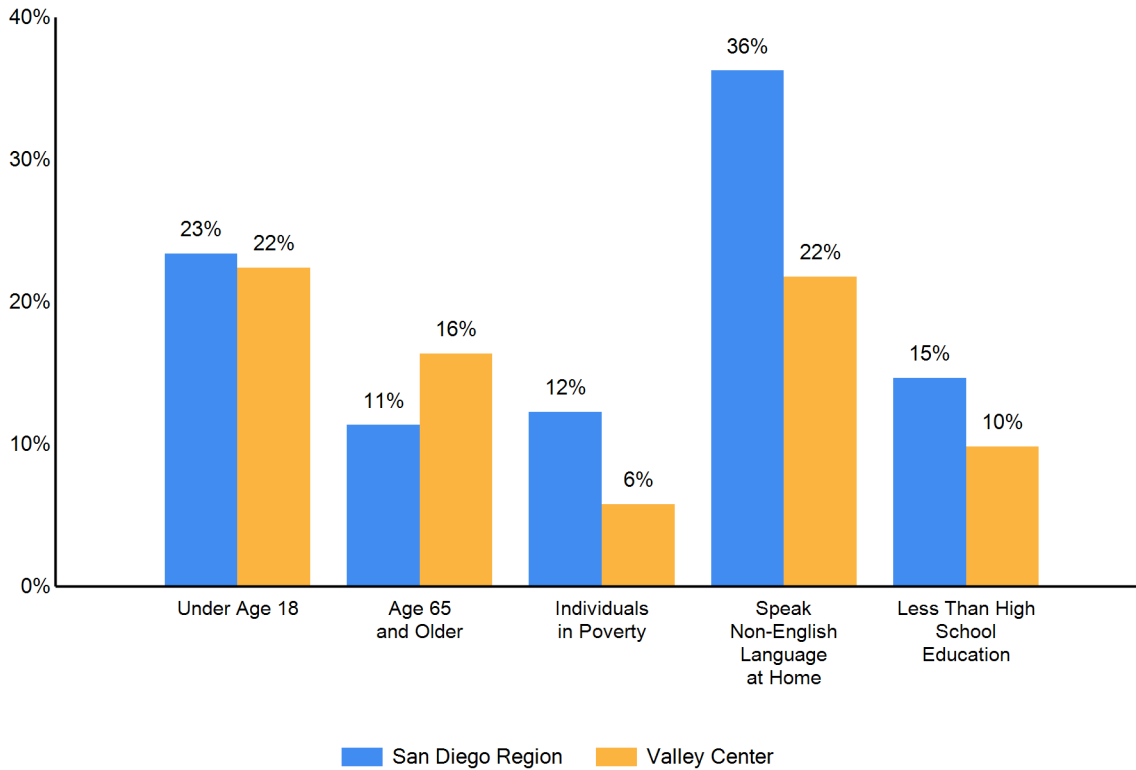
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	6,472	2,635	3,837	6,344	2,553	3,791	128	82	46
Married couple family	5,617	2,124	3,493	5,516	2,067	3,449	101	57	44
Male householder, no wife present	553	305	248	546	298	248	7	7	0
Female householder, no husband present	302	206	96	282	188	94	20	18	2

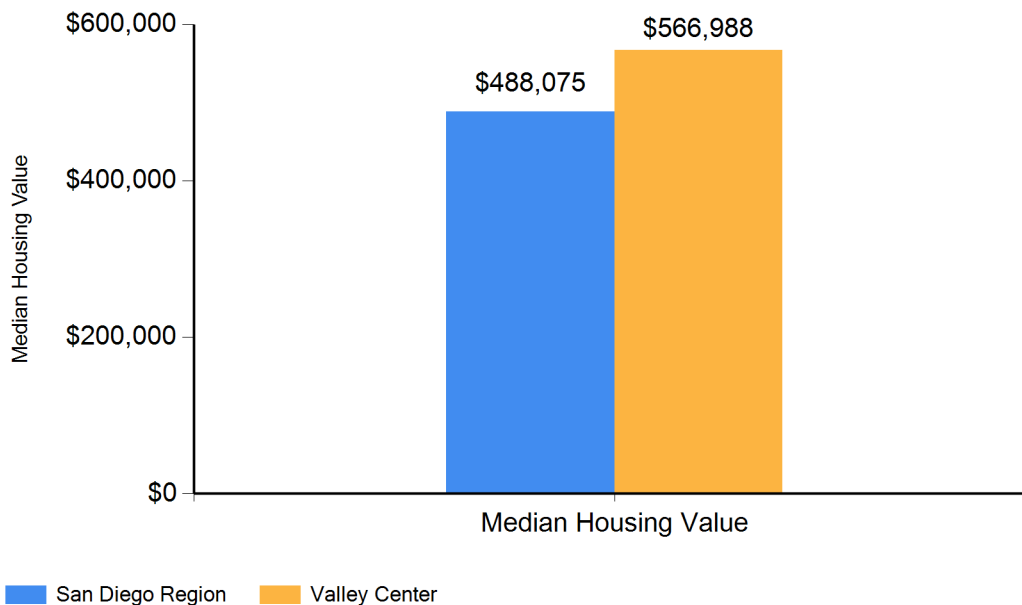
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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