



## Demographic and Socioeconomic Profile 2010

TRACT: 133.14

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>14,837</b>	<b>100%</b>
Hispanic	6,661	45%
Asian	3,664	25%
White	2,984	20%
Black	802	5%
Two or More	616	4%
Pacific Islander	55	<1%
American Indian	35	<1%
Other	20	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>14,837</b>	<b>7,245</b>	<b>7,592</b>	<b>51%</b>
Under 5	1,471	731	740	50%
5 to 9	1,430	735	695	49%
10 to 14	1,363	671	692	51%
15 to 17	748	377	371	50%
18 and 19	394	198	196	50%
20 to 24	687	354	333	48%
25 to 29	1,006	463	543	54%
30 to 34	1,514	697	817	54%
35 to 39	1,653	833	820	50%
40 to 44	1,402	688	714	51%
45 to 49	1,065	543	522	49%
50 to 54	685	329	356	52%
55 to 59	472	235	237	50%
60 and 61	165	77	88	53%
62 to 64	228	98	130	57%
65 to 69	210	91	119	57%
70 to 74	154	61	93	60%
75 to 79	83	29	54	65%
80 to 84	56	18	38	68%
85 and Older	51	17	34	67%
Under 18	5,012	2,514	2,498	50%
65 and older	554	216	338	61%
<b>Median</b>	<b>31.1</b>	<b>30.7</b>	<b>31.4</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>10,573</b>	<b>100%</b>
Never Married	3,130	30%
Married, excluding separated	6,308	60%
Separated	175	2%
Widowed	360	3%
Divorced	600	6%

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>14,837</b>	<b>100%</b>
Household	14,837	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
<b>Total Pop.</b>	<b>14,837</b>	<b>6,661</b>	<b>2,984</b>	<b>802</b>	<b>35</b>	<b>3,664</b>	<b>55</b>	<b>20</b>	<b>616</b>
Under 5	1,471	693	267	65	6	301	1	5	133
5 to 9	1,430	705	254	54	1	304	2	1	109
10 to 14	1,363	726	202	77	4	280	2	3	69
15 to 17	748	419	85	44	1	155	3	2	39
18 and 19	394	205	47	31	0	86	3	0	22
20 to 24	687	349	123	23	1	160	6	2	23
25 to 29	1,006	382	263	45	2	269	3	1	41
30 to 34	1,514	626	356	79	8	386	6	1	52
35 to 39	1,653	698	367	95	1	436	9	1	46
40 to 44	1,402	605	320	101	3	335	5	4	29
45 to 49	1,065	462	238	76	3	256	4	0	26
50 to 54	685	262	161	48	1	199	2	0	12
55 to 59	472	154	129	19	1	159	7	0	3
60 and 61	165	65	35	5	0	58	1	0	1
62 to 64	228	109	38	17	0	62	0	0	2
65 to 69	210	73	42	13	1	78	1	0	2
70 to 74	154	52	18	8	1	71	0	0	4
75 to 79	83	34	14	2	1	29	0	0	3
80 to 84	56	23	12	0	0	21	0	0	0
85 and Older	51	19	13	0	0	19	0	0	0
Under 18	5,012	2,543	808	240	12	1,040	8	11	350
65 and older	554	201	99	23	3	218	1	0	9
<b>Median</b>		<b>28.1</b>	<b>33.5</b>	<b>33.9</b>	<b>31.6</b>	<b>33.6</b>	<b>35.8</b>	<b>16.5</b>	<b>14.8</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>13,366</b>	<b>100%</b>
Speak Only English	6,199	46%
Speak Spanish:	4,867	36%
Speak English "well" or "very well"	4,388	33%
Speak English "not well" or "not at all"	479	4%
Speak Asian/Pacific Island language:	2,014	15%
Speak English "well" or "very well"	1,888	14%
Speak English "not well" or "not at all"	126	1%
Speak other language:	286	2%
Speak English "well" or "very well"	286	2%
Speak English "not well" or "not at all"	0	0%

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>8,744</b>	<b>100%</b>
Less than 9th grade	149	2%
9th through 12th grade, no diploma	496	6%
High school grad (incl. equivalency)	1,071	12%
Some college, no degree	2,250	26%
Associate degree	899	10%
Bachelor's degree	2,608	30%
Master's degree	888	10%
Professional school degree	197	2%
Doctorate degree	186	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>14,000</b>	<b>100%</b>	---	---	---	---
Enrolled in school	5,412	39%	4,224	30%	1,188	8%
Nursery / Preschool	442	8%	156	4%	286	24%
Kindergarten to grade 4	1,484	27%	1,275	30%	209	18%
Grade 5 to grade 8	1,110	21%	897	21%	213	18%
Grade 9 to grade 12	1,288	24%	1,047	25%	241	20%
College, undergraduate	853	16%	770	18%	83	7%
Graduate or Professional school	235	4%	79	2%	156	13%
Not enrolled in school	8,588	61%	---	---	---	---

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>4,140</b>	<b>100%</b>	<b>2,871</b>	<b>100%</b>	<b>1,269</b>	<b>100%</b>
Family Households:	3,746	90%	2,871	100%	875	69%
Married couple family	2,912	70%	2,243	78%	669	53%
Other family:	834	20%	628	22%	206	16%
Male householder, no wife	256	6%	140	5%	116	9%
Female householder, no husband	578	14%	488	17%	90	7%
Nonfamily households:	394	10%	0	0%	394	31%
Householder living alone	275	7%	----	----	----	----
Other nonfamily households	119	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
<b>Total Housing Units</b>	<b>4,214</b>	<b>100%</b>	<b>4140</b>	<b>74</b>	<b>2%</b>	<b>3.58</b>
Single family (detached)	2,977	71%	2,903	74	2%	3.61
Single family (attached)	270	6%	270	0	0%	3.43
2 to 4 units	486	12%	486	0	0%	4.08
5 to 9 units	481	11%	481	0	0%	2.99
10 or more units	0	0%	0	0	0%	0.00
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
<b>Total Owner-Occupied Units</b>	<b>3,315</b>	<b>100%</b>
Less than \$150,000	21	1%
\$150,000 to \$199,999	0	0%
\$200,000 to \$249,999	149	4%
\$250,000 to \$299,999	178	5%
\$300,000 to \$399,999	779	23%
\$400,000 to \$499,999	415	13%
\$500,000 to \$749,999	1,224	37%
\$750,000 to \$999,999	483	15%
\$1,000,000 or more	66	2%

**Median Value** **\$523,707**

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>4,214</b>	<b>100%</b>
2005 or Later	1,643	39%
2000 to 2004	2,216	53%
1990 to 1999	343	8%
1980 to 1989	0	0%
1970 to 1979	12	<1%
1960 to 1969	0	0%
1950 to 1959	0	0%
1940 to 1949	0	0%
1939 or earlier	0	0%

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>4,140</b>	<b>100%</b>	<b>825</b>	<b>100%</b>	<b>3,315</b>	<b>100%</b>
1.00 occupant housing per room or less	4,084	99%	825	100%	3,259	98%
1.01 to 1.50 occupants per room	39	1%	0	0%	39	1%
1.51 to 2.00 occupants per room	17	<1%	0	0%	17	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
<b>Total Units</b>	<b>825</b>	<b>100%</b>
Less than \$500	0	0%
\$500 to \$599	8	1%
\$600 to \$699	0	0%
\$700 to \$799	0	0%
\$800 to \$899	0	0%
\$900 to \$999	0	0%
\$1,000 to \$1,249	25	3%
\$1,250 to \$1,499	0	0%
\$1,500 to \$1,999	344	42%
\$2,000 or more	428	52%
No cash rent	20	2%
<b>Median contract rent</b>	<b>\$2,124</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>825</b>	<b>100%</b>
Less than 20 percent	18	2%
20.0 to 24.9 percent	62	8%
25.0 to 29.9 percent	190	23%
30.0 to 34.9 percent	162	20%
35.0 to 39.9 percent	92	11%
40.0 to 49.9 percent	83	10%
50.0 percent or more	198	24%
Not computed	20	2%

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>4,140</b>	<b>100%</b>
No vehicle	0	0%
1 vehicle	384	9%
2 vehicles	2,154	52%
3 vehicles	1,276	31%
4 or more vehicles	326	8%

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>7,379</b>	<b>100%</b>
Worked in state of residence	7,138	97%
Worked in county of residence	7,076	96%
Worked outside county of residence	62	1%
Worked outside state of residence	241	3%

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>10,308</b>	<b>100%</b>	<b>4,973</b>	<b>48%</b>
In labor force	7,428	72%	3,912	53%
Armed forces	612	8%	404	66%
Civilian (employed)	6,440	87%	3,313	51%
Civilian (unemployed)	376	5%	195	52%
Not in labor force	2,880	28%	1,061	37%
Pct. of civilian labor force unemployed	5.5%		5.6%	

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>7,379</b>	<b>100%</b>
Car, truck or van:	6,978	95%
Drove Alone	6,053	82%
Carpooled	925	13%
Public Transportation:	70	1%
Bus	36	<1%
Trolley / Streetcar	34	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	0	0%
Bicycle	0	0%
Walked	82	1%
Other means	19	<1%
Worked at home	230	3%

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>7,379</b>	<b>100%</b>
Did not work at home	7,149	97%
Less than 10 minutes	486	7%
10 to 19 minutes	972	13%
20 to 29 minutes	1,795	24%
30 to 44 minutes	2,408	33%
45 to 59 minutes	1,008	14%
60 to 89 minutes	323	4%
90 minutes or more	157	2%
Worked at home	230	3%
<b>Average time to work (minutes)</b>	<b>35</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>6,761</b>	<b>100%</b>
Agriculture, forestry, mining	35	1%
Utilities	48	1%
Construction	267	4%
Manufacturing	555	8%
Wholesale trade	271	4%
Retail trade	845	12%
Transportation & warehousing	336	5%
Information & communications	185	3%
Finance, insurance, & real estate	327	5%
Professional, scientific, management, administration	688	10%
Educational, social, & health services	1,945	29%
Art, entertainment, recreation, accommodations, food	510	8%
Other services	275	4%
Public administration	474	7%

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>6,761</b>	<b>100%</b>
Management, professional & related:	3,262	48%
Management (incl. farm managers)	778	12%
Business & financial	583	9%
Computer & mathematical	162	2%
Architecture & engineering	134	2%
Life, physical & social science	65	1%
Community & social service	128	2%
Legal	86	1%
Education, training, & library	593	9%
Art, entertainment, sports & media	58	1%
Healthcare practitioners	675	10%
Service:	900	13%
Healthcare support	145	2%
Protective service	321	5%
Food preparation & serving	323	5%
Building & grounds cleaning / maintenance	16	<1%
Personal care & service	95	1%
Sales & office	1,754	26%
Farming, fishing & forestry	4	<1%
Construction, extraction & maintenance	379	6%
Production, transport & material moving	462	7%

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>4,140</b>	<b>100%</b>
Less than \$15,000	88	2%
\$15,000 to \$29,999	104	3%
\$30,000 to \$44,999	163	4%
\$45,000 to \$59,999	216	5%
\$60,000 to \$74,999	546	13%
\$75,000 to \$99,999	816	20%
\$100,000 to \$124,999	739	18%
\$125,000 to \$149,999	657	16%
\$150,000 to \$199,999	491	12%
\$200,000 or more	320	8%
<b>Median Income</b>	<b>\$104,635</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>4,140</b>	<b>100%</b>
With earnings	4,060	98%
With wage and salary income	3,986	96%
With self-employment income	598	14%
With interest, dividend, or net rental income	857	21%
With Social Security income	296	7%
With Supplemental Security income	106	3%
With public assistance income	20	<1%
With retirement income	312	8%
With other types of income	700	17%

*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>14,821</b>	<b>100%</b>
Under .50	157	1%
.50 to .99	363	2%
1.00 to 1.24	69	<1%
1.25 to 1.49	173	1%
1.50 to 1.84	819	6%
1.85 to 1.99	115	1%
2.00 and over	13,125	89%

*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>14,821</b>	<b>100%</b>
Above Poverty	14,301	96%
Below Poverty	520	4%

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

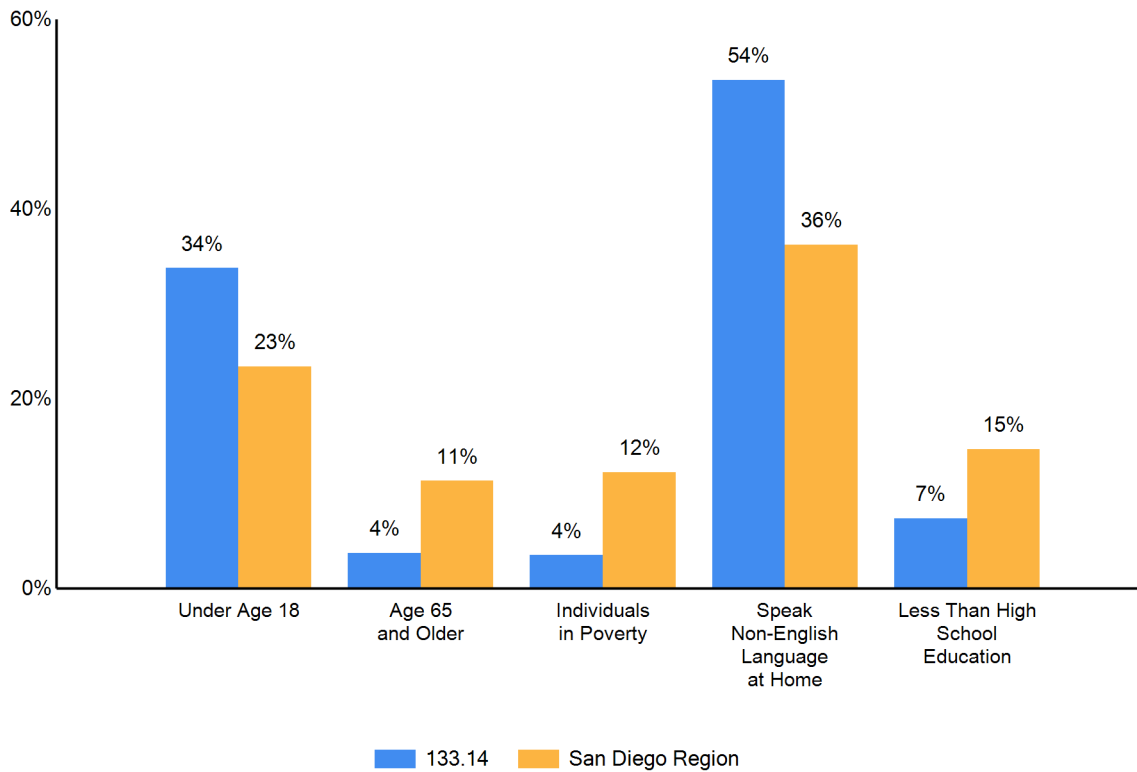
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>3,746</b>	<b>2,871</b>	<b>875</b>	<b>3,618</b>	<b>2,743</b>	<b>875</b>	<b>128</b>	<b>128</b>	<b>0</b>
Married couple family	2,912	2,243	669	2,904	2,235	669	8	8	0
Male householder, no wife present	256	140	116	214	98	116	42	42	0
Female householder, no husband present	578	488	90	500	410	90	78	78	0

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

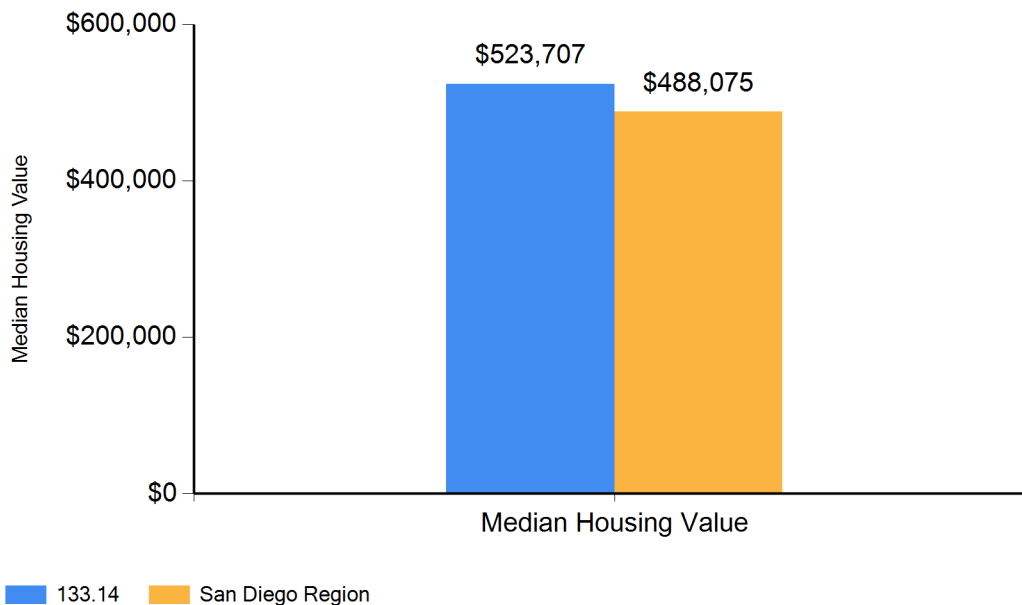


## Demographic and Socioeconomic Characteristics



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