



Demographic and Socioeconomic Profile 2010

JURISDICTION: Imperial Beach

Population by Race

	Population	Percent
Total Population	26,324	100%
Hispanic	12,893	49%
White	9,487	36%
Asian	1,624	6%
Black	1,063	4%
Two or More	912	3%
Pacific Islander	156	1%
American Indian	136	1%
Other	53	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	26,324	13,332	12,992	49%
Under 5	1,986	1,023	963	48%
5 to 9	1,794	940	854	48%
10 to 14	1,830	966	864	47%
15 to 17	1,211	586	625	52%
18 and 19	1,028	572	456	44%
20 to 24	2,661	1,407	1,254	47%
25 to 29	2,469	1,364	1,105	45%
30 to 34	1,663	867	796	48%
35 to 39	1,740	869	871	50%
40 to 44	1,550	778	772	50%
45 to 49	1,855	876	979	53%
50 to 54	1,698	803	895	53%
55 to 59	1,447	683	764	53%
60 and 61	568	331	237	42%
62 to 64	561	282	279	50%
65 to 69	666	324	342	51%
70 to 74	548	245	303	55%
75 to 79	422	184	238	56%
80 to 84	352	126	226	64%
85 and Older	275	106	169	61%
Under 18	6,821	3,515	3,306	48%
65 and older	2,263	985	1,278	56%
Median	30.6	29.3	32.4	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	20,714	100%
Never Married	7,461	36%
Married, excluding separated	9,197	44%
Separated	677	3%
Widowed	916	4%
Divorced	2,463	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	26,324	100%
Household	25,705	98%
Group Quarters - Other	619	2%
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.	26,324	12,893	9,487	1,063	136	1,624	156	53	912
Under 5	1,986	1,252	515	48	4	47	3	4	113
5 to 9	1,794	1,230	314	28	14	83	5	4	116
10 to 14	1,830	1,257	328	44	9	85	14	5	88
15 to 17	1,211	814	237	43	2	49	7	8	51
18 and 19	1,028	670	208	74	1	32	8	2	33
20 to 24	2,661	1,280	946	157	18	106	20	9	125
25 to 29	2,469	1,130	981	103	13	147	20	5	70
30 to 34	1,663	863	558	79	15	105	10	4	29
35 to 39	1,740	909	581	61	6	112	14	1	56
40 to 44	1,550	704	593	80	5	104	13	0	51
45 to 49	1,855	778	737	131	12	141	11	1	44
50 to 54	1,698	614	792	61	7	162	6	1	55
55 to 59	1,447	481	750	50	8	116	8	2	32
60 and 61	568	111	366	32	3	45	3	4	4
62 to 64	561	202	278	13	6	49	3	1	9
65 to 69	666	188	365	37	9	44	7	1	15
70 to 74	548	182	284	12	1	57	3	1	8
75 to 79	422	101	263	3	0	51	0	0	4
80 to 84	352	82	202	2	2	59	0	0	5
85 and Older	275	45	189	5	1	30	1	0	4
Under 18	6,821	4,553	1,394	163	29	264	29	21	368
65 and older	2,263	598	1,303	59	13	241	11	2	36
Median		24.8	40.6	32.2	32.3	42.2	30.5	21.9	22.2

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	24,338	100%
Speak Only English	13,239	54%
Speak Spanish:	9,755	40%
Speak English "well" or "very well"	7,888	32%
Speak English "not well" or "not at all"	1,867	8%
Speak Asian/Pacific Island language:	1,121	5%
Speak English "well" or "very well"	1,043	4%
Speak English "not well" or "not at all"	78	<1%
Speak other language:	223	1%
Speak English "well" or "very well"	223	1%
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
Total population age 25 and older	15,814	100%
Less than 9th grade	1,210	8%
9th through 12th grade, no diploma	1,750	11%
High school grad (incl. equivalency)	4,771	30%
Some college, no degree	4,348	27%
Associate degree	1,108	7%
Bachelor's degree	1,857	12%
Master's degree	564	4%
Professional school degree	110	1%
Doctorate degree	96	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	25,104	100%	---	---	---	---
Enrolled in school	7,262	29%	6,684	27%	578	2%
Nursery / Preschool	364	5%	347	5%	17	3%
Kindergarten to grade 4	2,074	29%	1,976	30%	98	17%
Grade 5 to grade 8	1,314	18%	1,242	19%	72	12%
Grade 9 to grade 12	1,575	22%	1,466	22%	109	19%
College, undergraduate	1,782	25%	1,576	24%	206	36%
Graduate or Professional school	153	2%	77	1%	76	13%
Not enrolled in school	17,842	71%	---	---	---	---

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	9,112	100%	3,355	100%	5,757	100%
Family Households:	6,190	68%	3,355	100%	2,835	49%
Married couple family	3,865	42%	1,854	55%	2,011	35%
Other family:	2,325	26%	1,501	45%	824	14%
Male householder, no wife	609	7%	284	8%	325	6%
Female householder, no husband	1,716	19%	1,217	36%	499	9%
Nonfamily households:	2,922	32%	0	0%	2,922	51%
Householder living alone	2,412	26%	----	----	----	----
Other nonfamily households	510	6%	----	----	----	----

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	9,860	100%	9112	748	8%	2.82
Single family (detached)	2,779	28%	2,603	176	6%	2.92
Single family (attached)	2,763	28%	2,588	175	6%	3.20
2 to 4 units	1,159	12%	1,060	99	9%	2.59
5 to 9 units	946	10%	852	94	10%	2.44
10 or more units	1,904	19%	1,738	166	9%	2.44
Mobile home and Other	309	3%	271	38	12%	2.71

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	2,844	100%
Less than \$150,000	265	9%
\$150,000 to \$199,999	74	3%
\$200,000 to \$249,999	131	5%
\$250,000 to \$299,999	97	3%
\$300,000 to \$399,999	807	28%
\$400,000 to \$499,999	494	17%
\$500,000 to \$749,999	819	29%
\$750,000 to \$999,999	98	3%
\$1,000,000 or more	59	2%

Median Value **\$409,919**

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	9,860	100%
2005 or Later	144	1%
2000 to 2004	413	4%
1990 to 1999	669	7%
1980 to 1989	1,063	11%
1970 to 1979	2,434	25%
1960 to 1969	1,742	18%
1950 to 1959	2,543	26%
1940 to 1949	568	6%
1939 or earlier	284	3%

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	9,112	100%	6,268	100%	2,844	100%
1.00 occupant housing per room or less	8,180	90%	5,412	86%	2,768	97%
1.01 to 1.50 occupants per room	284	3%	250	4%	34	1%
1.51 to 2.00 occupants per room	230	3%	188	3%	42	1%
2.01 or more occupants per room	418	5%	418	7%	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	6,268	100%
Less than \$500	290	5%
\$500 to \$599	102	2%
\$600 to \$699	357	6%
\$700 to \$799	691	11%
\$800 to \$899	759	12%
\$900 to \$999	1,089	17%
\$1,000 to \$1,249	1,255	20%
\$1,250 to \$1,499	833	13%
\$1,500 to \$1,999	599	10%
\$2,000 or more	156	2%
No cash rent	137	2%
Median contract rent	\$987	

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	6,268	100%
Less than 20 percent	1,066	17%
20.0 to 24.9 percent	810	13%
25.0 to 29.9 percent	515	8%
30.0 to 34.9 percent	728	12%
35.0 to 39.9 percent	532	8%
40.0 to 49.9 percent	699	11%
50.0 percent or more	1,738	28%
Not computed	180	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
Total Availability	9,112	100%
No vehicle	1,111	12%
1 vehicle	3,267	36%
2 vehicles	3,181	35%
3 vehicles	1,064	12%
4 or more vehicles	489	5%

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	12,131	100%
Worked in state of residence	11,999	99%
Worked in county of residence	11,873	98%
Worked outside county of residence	126	1%
Worked outside state of residence	132	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	20,343	100%	10,227	50%
In labor force	13,108	64%	7,262	55%
Armed forces	936	7%	778	83%
Civilian (employed)	10,483	80%	5,598	53%
Civilian (unemployed)	1,689	13%	886	52%
Not in labor force	7,235	36%	2,965	41%
Pct. of civilian labor force unemployed	13.9%		13.7%	

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	12,131	100%
Car, truck or van:	10,238	84%
Drove Alone	8,903	73%
Carpooled	1,335	11%
Public Transportation:	825	7%
Bus	773	6%
Trolley / Streetcar	18	<1%
Railroad	0	0%
Other public transportation	34	<1%
Motorcycle	152	1%
Bicycle	119	1%
Walked	257	2%
Other means	31	<1%
Worked at home	509	4%

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	12,131	100%
Did not work at home	11,622	96%
Less than 10 minutes	1,061	9%
10 to 19 minutes	3,348	28%
20 to 29 minutes	2,715	22%
30 to 44 minutes	3,105	26%
45 to 59 minutes	537	4%
60 to 89 minutes	567	5%
90 minutes or more	289	2%
Worked at home	509	4%
Average time to work (minutes)	30	--

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+	11,092	100%
Agriculture, forestry, mining	162	1%
Utilities	91	1%
Construction	746	7%
Manufacturing	688	6%
Wholesale trade	333	3%
Retail trade	1,410	13%
Transportation & warehousing	480	4%
Information & communications	166	1%
Finance, insurance, & real estate	796	7%
Professional, scientific, management, administration	804	7%
Educational, social, & health services	2,255	20%
Art, entertainment, recreation, accommodations, food	1,522	14%
Other services	361	3%
Public administration	1,278	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+	11,092	100%
Management, professional & related:	2,815	25%
Management (incl. farm managers)	909	8%
Business & financial	324	3%
Computer & mathematical	140	1%
Architecture & engineering	135	1%
Life, physical & social science	47	<1%
Community & social service	156	1%
Legal	56	1%
Education, training, & library	649	6%
Art, entertainment, sports & media	73	1%
Healthcare practitioners	326	3%
Service:	2,574	23%
Healthcare support	221	2%
Protective service	344	3%
Food preparation & serving	687	6%
Building & grounds cleaning / maintenance	806	7%
Personal care & service	516	5%
Sales & office	3,311	30%
Farming, fishing & forestry	74	1%
Construction, extraction & maintenance	1,070	10%
Production, transport & material moving	1,248	11%

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

Household Income

	Number	Percent
Total Households	9,112	100%
Less than \$15,000	1,218	13%
\$15,000 to \$29,999	1,744	19%
\$30,000 to \$44,999	1,522	17%
\$45,000 to \$59,999	1,376	15%
\$60,000 to \$74,999	887	10%
\$75,000 to \$99,999	1,224	13%
\$100,000 to \$124,999	456	5%
\$125,000 to \$149,999	367	4%
\$150,000 to \$199,999	141	2%
\$200,000 or more	177	2%
Median Income	\$45,785	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	9,112	100%
With earnings	7,703	85%
With wage and salary income	7,399	81%
With self-employment income	998	11%
With interest, dividend, or net rental income	1,215	13%
With Social Security income	1,663	18%
With Supplemental Security income	437	5%
With public assistance income	382	4%
With retirement income	1,331	15%
With other types of income	1,449	16%

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	26,229	100%
Under .50	2,441	9%
.50 to .99	2,486	9%
1.00 to 1.24	1,519	6%
1.25 to 1.49	1,031	4%
1.50 to 1.84	2,387	9%
1.85 to 1.99	848	3%
2.00 and over	15,517	59%

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	26,229	100%
Above Poverty	21,302	81%
Below Poverty	4,927	19%

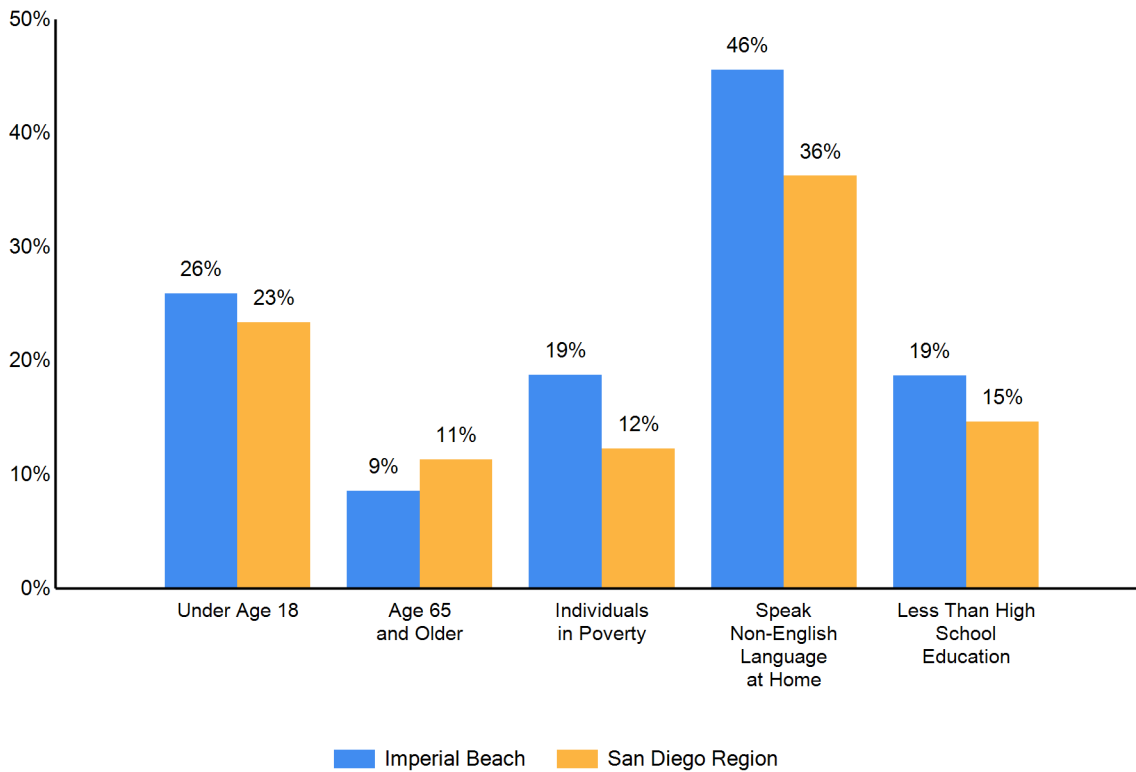
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	6,190	3,355	2,835	5,410	2,711	2,699	780	644	136
Married couple family	3,865	1,854	2,011	3,616	1,631	1,985	249	223	26
Male householder, no wife present	609	284	325	584	284	300	25	0	25
Female householder, no husband present	1,716	1,217	499	1,210	796	414	506	421	85

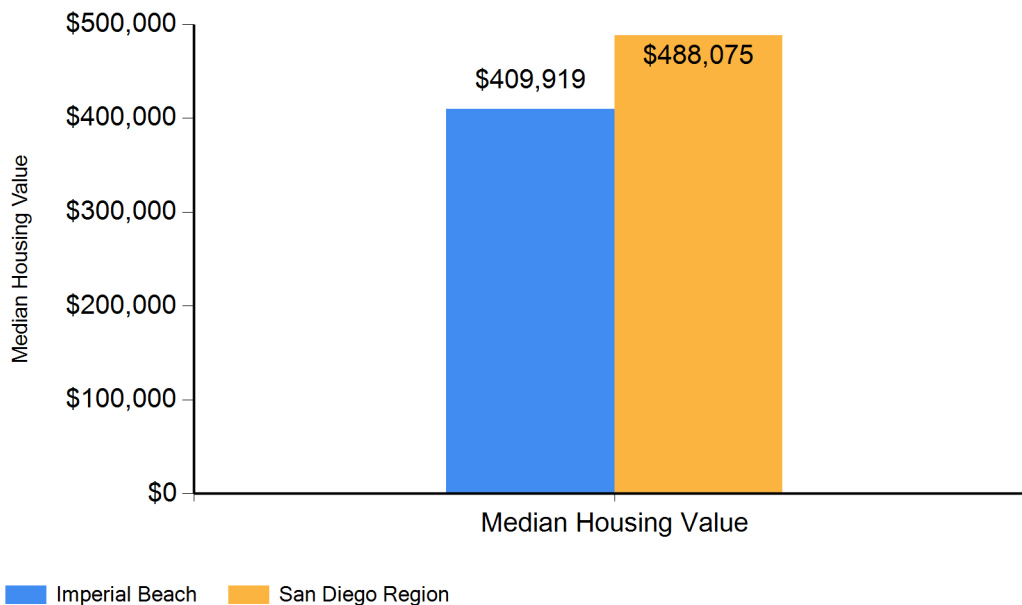
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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