



## Demographic and Socioeconomic Profile 2010

ZIP: 92103

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>30,680</b>	<b>100%</b>
White	22,506	73%
Hispanic	4,447	14%
Asian	1,756	6%
Two or More	879	3%
Black	848	3%
American Indian	105	<1%
Other	78	<1%
Pacific Islander	61	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>30,680</b>	<b>16,034</b>	<b>14,646</b>	<b>48%</b>
Under 5	1,036	473	563	54%
5 to 9	681	365	316	46%
10 to 14	686	406	280	41%
15 to 17	427	249	178	42%
18 and 19	240	133	107	45%
20 to 24	1,662	725	937	56%
25 to 29	4,193	1,934	2,259	54%
30 to 34	3,820	1,914	1,906	50%
35 to 39	2,759	1,564	1,195	43%
40 to 44	2,384	1,491	893	37%
45 to 49	2,409	1,508	901	37%
50 to 54	2,021	1,194	827	41%
55 to 59	1,972	1,040	932	47%
60 and 61	723	351	372	51%
62 to 64	1,145	608	537	47%
65 to 69	1,371	741	630	46%
70 to 74	871	432	439	50%
75 to 79	817	376	441	54%
80 to 84	696	284	412	59%
85 and Older	767	246	521	68%
Under 18	2,830	1,493	1,337	47%
65 and older	4,522	2,079	2,443	54%
<b>Median</b>	<b>39.7</b>	<b>40.9</b>	<b>38.3</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>28,277</b>	<b>100%</b>
Never Married	13,432	48%
Married, excluding separated	8,604	30%
Separated	288	1%
Widowed	1,685	6%
Divorced	4,268	15%

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>30,680</b>	<b>100%</b>
Household	29,886	97%
Group Quarters - Other	794	3%
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
<b>Total Pop.</b>	<b>30,680</b>	<b>4,447</b>	<b>22,506</b>	<b>848</b>	<b>105</b>	<b>1,756</b>	<b>61</b>	<b>78</b>	<b>879</b>
Under 5	1,036	287	579	21	4	52	1	2	90
5 to 9	681	157	394	13	4	37	2	12	62
10 to 14	686	162	432	24	3	27	0	0	38
15 to 17	427	106	246	28	2	15	2	1	27
18 and 19	240	80	133	7	2	5	2	1	10
20 to 24	1,662	324	1,071	46	8	109	4	5	95
25 to 29	4,193	737	2,869	94	13	313	5	14	148
30 to 34	3,820	613	2,540	105	10	387	7	12	146
35 to 39	2,759	399	1,876	104	13	273	8	12	74
40 to 44	2,384	344	1,775	70	8	129	2	3	53
45 to 49	2,409	317	1,839	98	8	94	8	4	41
50 to 54	2,021	248	1,603	74	7	55	6	2	26
55 to 59	1,972	175	1,641	50	7	59	6	5	29
60 and 61	723	55	629	19	3	12	0	0	5
62 to 64	1,145	65	1,005	30	5	31	2	2	5
65 to 69	1,371	103	1,186	26	1	41	4	0	10
70 to 74	871	63	747	10	1	44	1	1	4
75 to 79	817	84	690	6	2	29	1	0	5
80 to 84	696	67	588	8	3	24	0	0	6
85 and Older	767	61	663	15	1	20	0	2	5
Under 18	2,830	712	1,651	86	13	131	5	15	217
65 and older	4,522	378	3,874	65	8	158	6	3	30
<b>Median</b>		<b>33.0</b>	<b>43.1</b>	<b>39.1</b>	<b>37.5</b>	<b>34.1</b>	<b>39.7</b>	<b>31.7</b>	<b>29.0</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>29,644</b>	<b>100%</b>
Speak Only English	23,715	80%
Speak Spanish:	2,661	9%
Speak English "well" or "very well"	2,338	8%
Speak English "not well" or "not at all"	323	1%
Speak Asian/Pacific Island language:	1,138	4%
Speak English "well" or "very well"	922	3%
Speak English "not well" or "not at all"	216	1%
Speak other language:	2,130	7%
Speak English "well" or "very well"	1,930	7%
Speak English "not well" or "not at all"	200	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>25,948</b>	<b>100%</b>
Less than 9th grade	578	2%
9th through 12th grade, no diploma	802	3%
High school grad (incl. equivalency)	2,852	11%
Some college, no degree	4,956	19%
Associate degree	1,915	7%
Bachelor's degree	8,575	33%
Master's degree	3,275	13%
Professional school degree	1,697	7%
Doctorate degree	1,298	5%

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>29,981</b>	<b>100%</b>	---	---	---	---
Enrolled in school	5,097	17%	3,581	12%	1,516	5%
Nursery / Preschool	275	5%	60	2%	215	14%
Kindergarten to grade 4	664	13%	468	13%	196	13%
Grade 5 to grade 8	443	9%	347	10%	96	6%
Grade 9 to grade 12	368	7%	346	10%	22	1%
College, undergraduate	1,871	37%	1,560	44%	311	21%
Graduate or Professional school	1,476	29%	800	22%	676	45%
Not enrolled in school	24,884	83%	---	---	---	---

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>17,482</b>	<b>100%</b>	<b>1,626</b>	<b>100%</b>	<b>15,856</b>	<b>100%</b>
Family Households:	4,825	28%	1,602	99%	3,223	20%
Married couple family	3,849	22%	1,089	67%	2,760	17%
Other family:	976	6%	513	32%	463	3%
Male householder, no wife	429	2%	163	10%	266	2%
Female householder, no husband	547	3%	350	22%	197	1%
Nonfamily households:	12,657	72%	24	1%	12,633	80%
Householder living alone	9,296	53%	----	----	----	----
Other nonfamily households	3,361	19%	----	----	----	----

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>18,642</b>	<b>100%</b>	<b>17,482</b>	<b>1,160</b>	<b>6%</b>	<b>1.71</b>
Single family (detached)	4,056	22%	3,812	244	6%	2.04
Single family (attached)	2,317	12%	2,183	134	6%	1.85
2 to 4 units	2,755	15%	2,578	177	6%	1.63
5 to 9 units	1,894	10%	1,782	112	6%	1.59
10 or more units	7,620	41%	7,127	493	6%	1.55
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>6,249</b>	<b>100%</b>
Less than \$150,000	252	4%
\$150,000 to \$199,999	112	2%
\$200,000 to \$249,999	246	4%
\$250,000 to \$299,999	161	3%
\$300,000 to \$399,999	696	11%
\$400,000 to \$499,999	743	12%
\$500,000 to \$749,999	1,586	25%
\$750,000 to \$999,999	1,350	22%
\$1,000,000 or more	1,103	18%

**Median Value** **\$645,807**

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>18,642</b>	<b>100%</b>
2005 or Later	438	2%
2000 to 2004	576	3%
1990 to 1999	1,062	6%
1980 to 1989	2,272	12%
1970 to 1979	3,522	19%
1960 to 1969	2,484	13%
1950 to 1959	2,221	12%
1940 to 1949	1,187	6%
1939 or earlier	4,880	26%

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>17,482</b>	<b>100%</b>	<b>11,233</b>	<b>100%</b>	<b>6,249</b>	<b>100%</b>
1.00 occupant housing per room or less	17,239	99%	11,014	98%	6,225	100%
1.01 to 1.50 occupants per room	101	1%	100	1%	1	<1%
1.51 to 2.00 occupants per room	140	1%	119	1%	21	<1%
2.01 or more occupants per room	2	<1%	0	0%	2	<1%

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>11,233</b>	<b>100%</b>
Less than \$500	826	7%
\$500 to \$599	206	2%
\$600 to \$699	271	2%
\$700 to \$799	973	9%
\$800 to \$899	1,355	12%
\$900 to \$999	1,589	14%
\$1,000 to \$1,249	2,049	18%
\$1,250 to \$1,499	1,807	16%
\$1,500 to \$1,999	1,552	14%
\$2,000 or more	356	3%
No cash rent	249	2%
<b>Median contract rent</b>	<b>\$1,051</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>11,233</b>	<b>100%</b>
Less than 20 percent	2,571	23%
20.0 to 24.9 percent	1,748	16%
25.0 to 29.9 percent	1,525	14%
30.0 to 34.9 percent	987	9%
35.0 to 39.9 percent	743	7%
40.0 to 49.9 percent	1,030	9%
50.0 percent or more	2,175	19%
Not computed	454	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
<b>Total Availability</b>	<b>17,482</b>	<b>100%</b>
No vehicle	1,836	11%
1 vehicle	9,031	52%
2 vehicles	5,481	31%
3 vehicles	911	5%
4 or more vehicles	223	1%

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>18,563</b>	<b>100%</b>
Worked in state of residence	18,509	100%
Worked in county of residence	18,282	98%
Worked outside county of residence	227	1%
Worked outside state of residence	54	<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>28,214</b>	<b>100%</b>	<b>14,749</b>	<b>52%</b>
In labor force	19,202	68%	10,642	55%
Armed forces	281	1%	214	76%
Civilian (employed)	17,762	93%	9,727	55%
Civilian (unemployed)	1,159	6%	701	60%
Not in labor force	9,012	32%	4,107	46%
Pct. of civilian labor force unemployed	6.1%		6.7%	

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>18,563</b>	<b>100%</b>
Car, truck or van:	15,097	81%
Drove Alone	14,087	76%
Carpooled	1,010	5%
Public Transportation:	673	4%
Bus	645	3%
Trolley / Streetcar	6	<1%
Railroad	0	0%
Other public transportation	22	<1%
Motorcycle	93	1%
Bicycle	200	1%
Walked	975	5%
Other means	156	1%
Worked at home	1,369	7%

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>18,563</b>	<b>100%</b>
Did not work at home	17,194	93%
Less than 10 minutes	2,891	16%
10 to 19 minutes	6,665	36%
20 to 29 minutes	4,343	23%
30 to 44 minutes	2,301	12%
45 to 59 minutes	478	3%
60 to 89 minutes	245	1%
90 minutes or more	271	1%
Worked at home	1,369	7%
<b>Average time to work (minutes)</b>	<b>23</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>18,172</b>	<b>100%</b>
Agriculture, forestry, mining	14	<1%
Utilities	94	1%
Construction	632	3%
Manufacturing	1,213	7%
Wholesale trade	387	2%
Retail trade	1,145	6%
Transportation & warehousing	447	2%
Information & communications	728	4%
Finance, insurance, & real estate	1,996	11%
Professional, scientific, management, administration	847	5%
Educational, social, & health services	4,481	25%
Art, entertainment, recreation, accommodations, food	1,777	10%
Other services	963	5%
Public administration	3,448	19%

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>18,172</b>	<b>100%</b>
Management, professional & related:	10,772	59%
Management (incl. farm managers)	2,531	14%
Business & financial	1,256	7%
Computer & mathematical	703	4%
Architecture & engineering	714	4%
Life, physical & social science	646	4%
Community & social service	484	3%
Legal	845	5%
Education, training, & library	1,576	9%
Art, entertainment, sports & media	955	5%
Healthcare practitioners	1,062	6%
Service:	2,142	12%
Healthcare support	175	1%
Protective service	222	1%
Food preparation & serving	955	5%
Building & grounds cleaning / maintenance	201	1%
Personal care & service	589	3%
Sales & office	3,798	21%
Farming, fishing & forestry	14	<1%
Construction, extraction & maintenance	771	4%
Production, transport & material moving	675	4%

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>17,482</b>	<b>100%</b>
Less than \$15,000	1,864	11%
\$15,000 to \$29,999	2,071	12%
\$30,000 to \$44,999	3,133	18%
\$45,000 to \$59,999	2,113	12%
\$60,000 to \$74,999	1,605	9%
\$75,000 to \$99,999	2,301	13%
\$100,000 to \$124,999	1,406	8%
\$125,000 to \$149,999	747	4%
\$150,000 to \$199,999	974	6%
\$200,000 or more	1,268	7%
<b>Median Income</b>	<b>\$56,876</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>17,482</b>	<b>100%</b>
With earnings	13,819	79%
With wage and salary income	12,774	73%
With self-employment income	2,724	16%
With interest, dividend, or net rental income	5,603	32%
With Social Security income	4,032	23%
With Supplemental Security income	637	4%
With public assistance income	165	1%
With retirement income	2,115	12%
With other types of income	1,816	10%

*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>30,286</b>	<b>100%</b>
Under .50	1,390	5%
.50 to .99	1,829	6%
1.00 to 1.24	1,055	3%
1.25 to 1.49	1,244	4%
1.50 to 1.84	1,411	5%
1.85 to 1.99	509	2%
2.00 and over	22,848	75%

*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>30,286</b>	<b>100%</b>
Above Poverty	27,067	89%
Below Poverty	3,219	11%

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

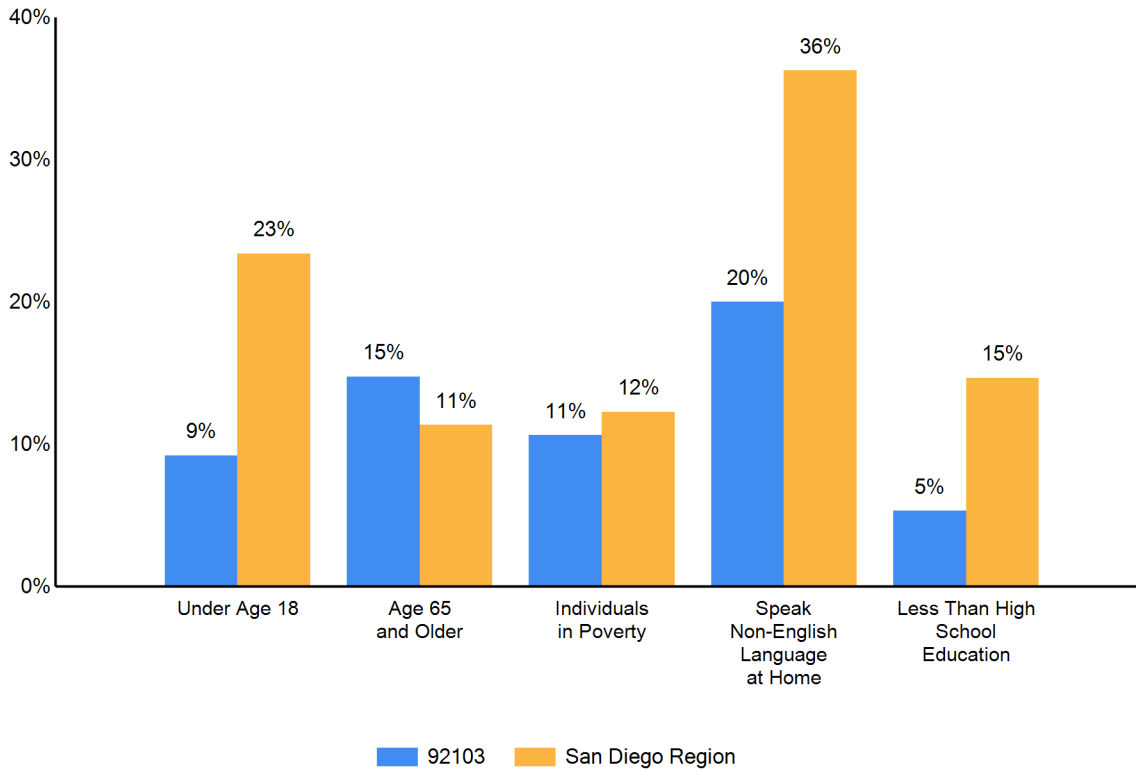
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>4,825</b>	<b>1,602</b>	<b>3,223</b>	<b>4,640</b>	<b>1,528</b>	<b>3,112</b>	<b>185</b>	<b>74</b>	<b>111</b>
Married couple family	3,849	1,089	2,760	3,716	1,057	2,659	133	32	101
Male householder, no wife present	429	163	266	429	163	266	0	0	0
Female householder, no husband present	547	350	197	495	308	187	52	42	10

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

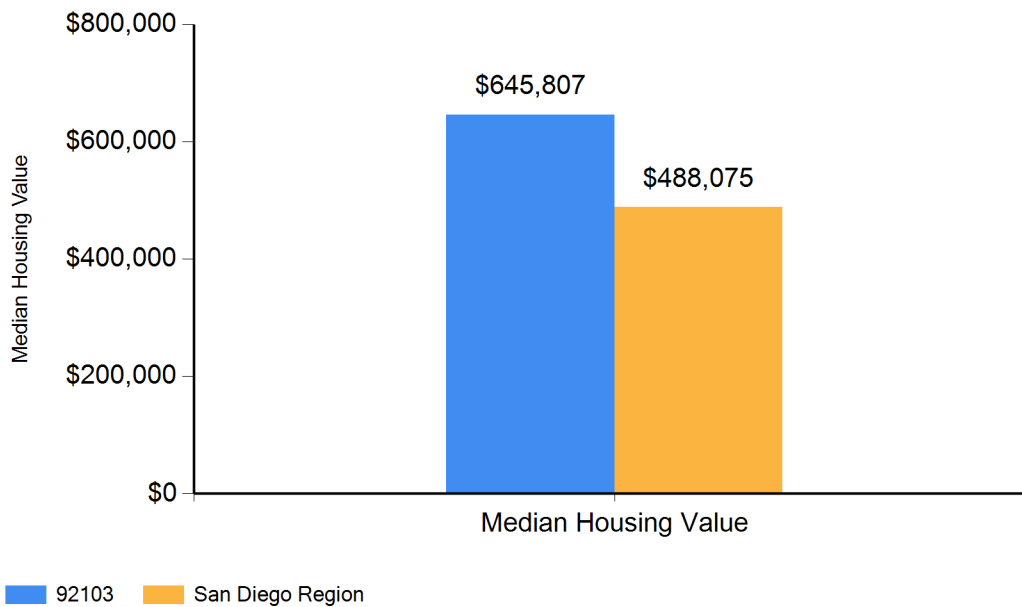


## Demographic and Socioeconomic Characteristics



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