



Demographic and Socioeconomic Profile 2010

ZIP: 92014

Population by Race

	Population	Percent
Total Population	13,432	100%
White	11,481	85%
Asian	797	6%
Hispanic	686	5%
Two or More	329	2%
Black	75	1%
Other	46	<1%
American Indian	11	<1%
Pacific Islander	7	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	13,432	6,650	6,782	50%
Under 5	482	216	266	55%
5 to 9	551	343	208	38%
10 to 14	765	323	442	58%
15 to 17	417	257	160	38%
18 and 19	120	75	45	38%
20 to 24	464	370	94	20%
25 to 29	762	339	423	56%
30 to 34	568	269	299	53%
35 to 39	1,044	442	602	58%
40 to 44	938	503	435	46%
45 to 49	1,052	406	646	61%
50 to 54	1,481	956	525	35%
55 to 59	1,344	596	748	56%
60 and 61	341	112	229	67%
62 to 64	560	262	298	53%
65 to 69	924	334	590	64%
70 to 74	676	453	223	33%
75 to 79	355	154	201	57%
80 to 84	331	146	185	56%
85 and Older	257	94	163	63%
Under 18	2,215	1,139	1,076	49%
65 and older	2,543	1,181	1,362	54%
Median	47.9	47.3	48.2	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	11,634	100%
Never Married	2,390	21%
Married, excluding separated	7,411	64%
Separated	145	1%
Widowed	502	4%
Divorced	1,186	10%

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	13,432	100%
Household	13,432	100%
Group Quarters - Other	0	0%
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.	13,432	686	11,481	75	11	797	7	46	329
Under 5	482	39	345	3	4	15	1	9	66
5 to 9	551	18	434	0	1	69	0	9	20
10 to 14	765	74	601	3	1	22	0	7	57
15 to 17	417	31	338	0	0	12	1	2	33
18 and 19	120	14	89	0	0	9	0	6	2
20 to 24	464	40	343	18	0	36	0	1	26
25 to 29	762	59	552	15	0	100	0	0	36
30 to 34	568	43	477	6	0	14	0	1	27
35 to 39	1,044	49	850	3	0	115	1	1	25
40 to 44	938	107	753	2	0	68	0	2	6
45 to 49	1,052	116	852	8	1	56	1	2	16
50 to 54	1,481	42	1,288	11	0	129	0	5	6
55 to 59	1,344	18	1,273	3	1	45	2	0	2
60 and 61	341	7	312	0	0	21	0	1	0
62 to 64	560	10	527	2	1	18	1	0	1
65 to 69	924	4	894	1	0	23	0	0	2
70 to 74	676	7	636	0	2	30	0	0	1
75 to 79	355	5	344	0	0	5	0	0	1
80 to 84	331	2	321	0	0	6	0	0	2
85 and Older	257	1	252	0	0	4	0	0	0
Under 18	2,215	162	1,718	6	6	118	2	27	176
65 and older	2,543	19	2,447	1	2	68	0	0	6
Median		37.6	50.4	29.5	12.5	40.5	47.5	13.6	17.0

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	12,950	100%
Speak Only English	11,247	87%
Speak Spanish:	548	4%
Speak English "well" or "very well"	540	4%
Speak English "not well" or "not at all"	8	<1%
Speak Asian/Pacific Island language:	438	3%
Speak English "well" or "very well"	406	3%
Speak English "not well" or "not at all"	32	<1%
Speak other language:	717	5%
Speak English "well" or "very well"	702	5%
Speak English "not well" or "not at all"	15	<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	10,633	100%
Less than 9th grade	53	0%
9th through 12th grade, no diploma	80	1%
High school grad (incl. equivalency)	733	7%
Some college, no degree	1,334	13%
Associate degree	439	4%
Bachelor's degree	4,207	40%
Master's degree	1,791	17%
Professional school degree	1,209	11%
Doctorate degree	787	7%

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	13,143	100%	---	---	---	---
Enrolled in school	2,363	18%	1,672	13%	691	5%
Nursery / Preschool	160	7%	57	3%	103	15%
Kindergarten to grade 4	594	25%	521	31%	73	11%
Grade 5 to grade 8	498	21%	320	19%	178	26%
Grade 9 to grade 12	496	21%	341	20%	155	22%
College, undergraduate	447	19%	377	23%	70	10%
Graduate or Professional school	168	7%	56	3%	112	16%
Not enrolled in school	10,780	82%	---	---	---	---

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	6,010	100%	1,305	100%	4,705	100%
Family Households:	3,965	66%	1,245	95%	2,720	58%
Married couple family	3,617	60%	1,169	90%	2,448	52%
Other family:	348	6%	76	6%	272	6%
Male householder, no wife	123	2%	27	2%	96	2%
Female householder, no husband	225	4%	49	4%	176	4%
Nonfamily households:	2,045	34%	60	5%	1,985	42%
Householder living alone	1,556	26%	----	----	----	----
Other nonfamily households	489	8%	----	----	----	----

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	6,818	100%	6010	808	12%	2.23
Single family (detached)	4,157	61%	3,833	324	8%	2.34
Single family (attached)	1,141	17%	891	250	22%	2.13
2 to 4 units	387	6%	323	64	17%	1.91
5 to 9 units	316	5%	290	26	8%	2.11
10 or more units	817	12%	673	144	18%	1.97
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	4,311	100%
Less than \$150,000	8	<1%
\$150,000 to \$199,999	26	1%
\$200,000 to \$249,999	28	1%
\$250,000 to \$299,999	48	1%
\$300,000 to \$399,999	34	1%
\$400,000 to \$499,999	117	3%
\$500,000 to \$749,999	472	11%
\$750,000 to \$999,999	715	17%
\$1,000,000 or more	2,863	66%

Median Value **\$1,247,040**

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	6,818	100%
2005 or Later	66	1%
2000 to 2004	92	1%
1990 to 1999	565	8%
1980 to 1989	1,282	19%
1970 to 1979	2,893	42%
1960 to 1969	1,012	15%
1950 to 1959	544	8%
1940 to 1949	202	3%
1939 or earlier	162	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	6,010	100%	1,699	100%	4,311	100%
1.00 occupant housing per room or less	5,967	99%	1,673	98%	4,294	100%
1.01 to 1.50 occupants per room	42	1%	26	2%	16	<1%
1.51 to 2.00 occupants per room	0	0%	0	0%	0	0%
2.01 or more occupants per room	1	<1%	0	0%	1	<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
Total Units	1,699	100%
Less than \$500	0	0%
\$500 to \$599	0	0%
\$600 to \$699	27	2%
\$700 to \$799	0	0%
\$800 to \$899	17	1%
\$900 to \$999	14	1%
\$1,000 to \$1,249	114	7%
\$1,250 to \$1,499	259	15%
\$1,500 to \$1,999	516	30%
\$2,000 or more	612	36%
No cash rent	140	8%
Median contract rent	\$1,904	

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	1,699	100%
Less than 20 percent	454	27%
20.0 to 24.9 percent	249	15%
25.0 to 29.9 percent	150	9%
30.0 to 34.9 percent	175	10%
35.0 to 39.9 percent	84	5%
40.0 to 49.9 percent	59	3%
50.0 percent or more	386	23%
Not computed	142	8%

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	6,010	100%
No vehicle	90	1%
1 vehicle	1,443	24%
2 vehicles	3,106	52%
3 vehicles	1,099	18%
4 or more vehicles	272	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	6,920	100%
Worked in state of residence	6,816	98%
Worked in county of residence	6,546	95%
Worked outside county of residence	270	4%
Worked outside state of residence	104	2%

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	11,510	100%	5,687	49%
In labor force	7,260	63%	4,204	58%
Armed forces	1	<1%	1	100%
Civilian (employed)	6,995	96%	4,006	57%
Civilian (unemployed)	264	4%	197	75%
Not in labor force	4,250	37%	1,483	35%
Pct. of civilian labor force unemployed	3.6%		4.7%	

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	6,920	100%
Car, truck or van:	5,675	82%
Drove Alone	5,291	76%
Carpooled	384	6%
Public Transportation:	121	2%
Bus	28	<1%
Trolley / Streetcar	0	0%
Railroad	57	1%
Other public transportation	36	1%
Motorcycle	0	0%
Bicycle	65	1%
Walked	84	1%
Other means	76	1%
Worked at home	899	13%

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	6,920	100%
Did not work at home	6,021	87%
Less than 10 minutes	617	9%
10 to 19 minutes	2,237	32%
20 to 29 minutes	1,477	21%
30 to 44 minutes	1,012	15%
45 to 59 minutes	285	4%
60 to 89 minutes	199	3%
90 minutes or more	194	3%
Worked at home	899	13%
Average time to work (minutes)	28	--

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+	6,904	100%
Agriculture, forestry, mining	37	1%
Utilities	37	1%
Construction	217	3%
Manufacturing	572	8%
Wholesale trade	170	2%
Retail trade	397	6%
Transportation & warehousing	76	1%
Information & communications	187	3%
Finance, insurance, & real estate	1,206	17%
Professional, scientific, management, administration	226	3%
Educational, social, & health services	1,702	25%
Art, entertainment, recreation, accommodations, food	515	7%
Other services	103	1%
Public administration	1,459	21%

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+	6,904	100%
Management, professional & related:	4,701	68%
Management (incl. farm managers)	1,333	19%
Business & financial	673	10%
Computer & mathematical	185	3%
Architecture & engineering	191	3%
Life, physical & social science	330	5%
Community & social service	101	1%
Legal	334	5%
Education, training, & library	501	7%
Art, entertainment, sports & media	247	4%
Healthcare practitioners	806	12%
Service:	477	7%
Healthcare support	52	1%
Protective service	52	1%
Food preparation & serving	177	3%
Building & grounds cleaning / maintenance	15	<1%
Personal care & service	181	3%
Sales & office	1,469	21%
Farming, fishing & forestry	34	<1%
Construction, extraction & maintenance	134	2%
Production, transport & material moving	89	1%

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

Household Income

Number Percent

Total Households	6,010	100%
Less than \$15,000	302	5%
\$15,000 to \$29,999	270	4%
\$30,000 to \$44,999	331	6%
\$45,000 to \$59,999	516	9%
\$60,000 to \$74,999	301	5%
\$75,000 to \$99,999	698	12%
\$100,000 to \$124,999	520	9%
\$125,000 to \$149,999	471	8%
\$150,000 to \$199,999	713	12%
\$200,000 or more	1,888	31%
Median Income	\$128,556	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	6,010	100%
With earnings	4,873	81%
With wage and salary income	4,375	73%
With self-employment income	1,285	21%
With interest, dividend, or net rental income	3,570	59%
With Social Security income	1,759	29%
With Supplemental Security income	67	1%
With public assistance income	21	<1%
With retirement income	1,099	18%
With other types of income	674	11%

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	13,298	100%
Under .50	279	2%
.50 to .99	241	2%
1.00 to 1.24	37	<1%
1.25 to 1.49	100	1%
1.50 to 1.84	135	1%
1.85 to 1.99	44	<1%
2.00 and over	12,462	94%

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	13,298	100%
Above Poverty	12,778	96%
Below Poverty	520	4%

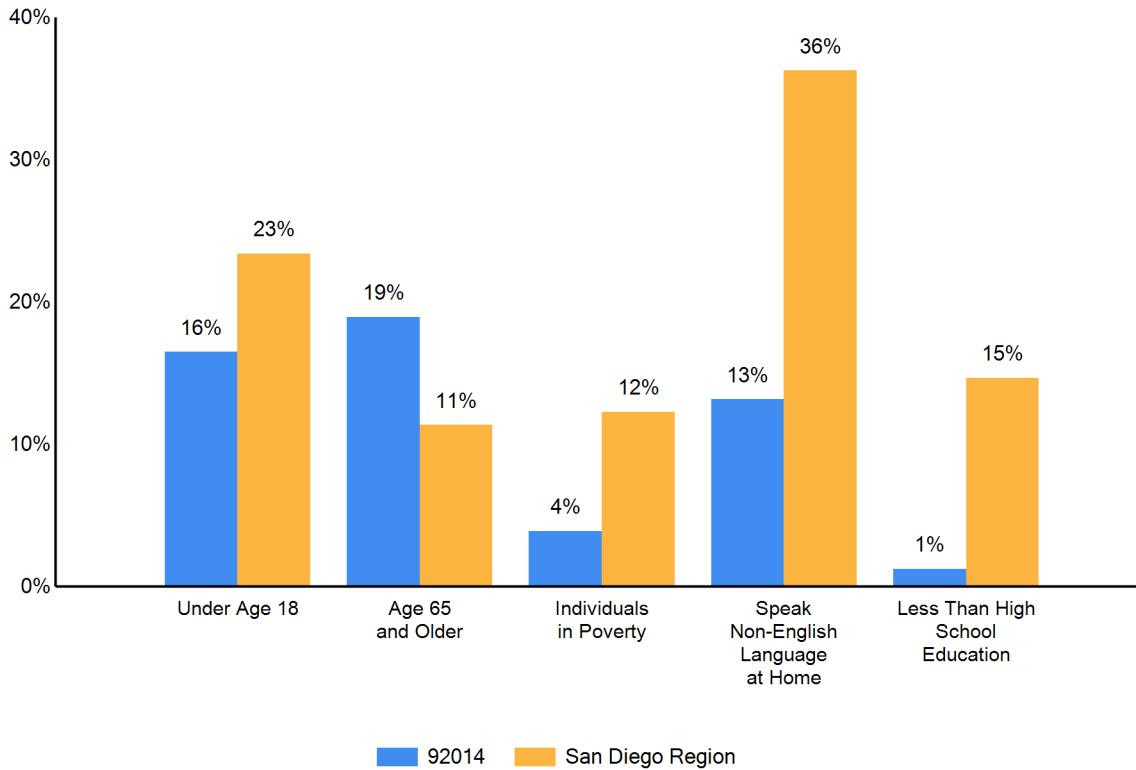
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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
Total Families	3,965	1,245	2,720	3,839	1,202	2,637	126	43	83
Married couple family	3,617	1,169	2,448	3,561	1,130	2,431	56	39	17
Male householder, no wife present	123	27	96	96	27	69	27	0	27
Female householder, no husband present	225	49	176	182	45	137	43	4	39

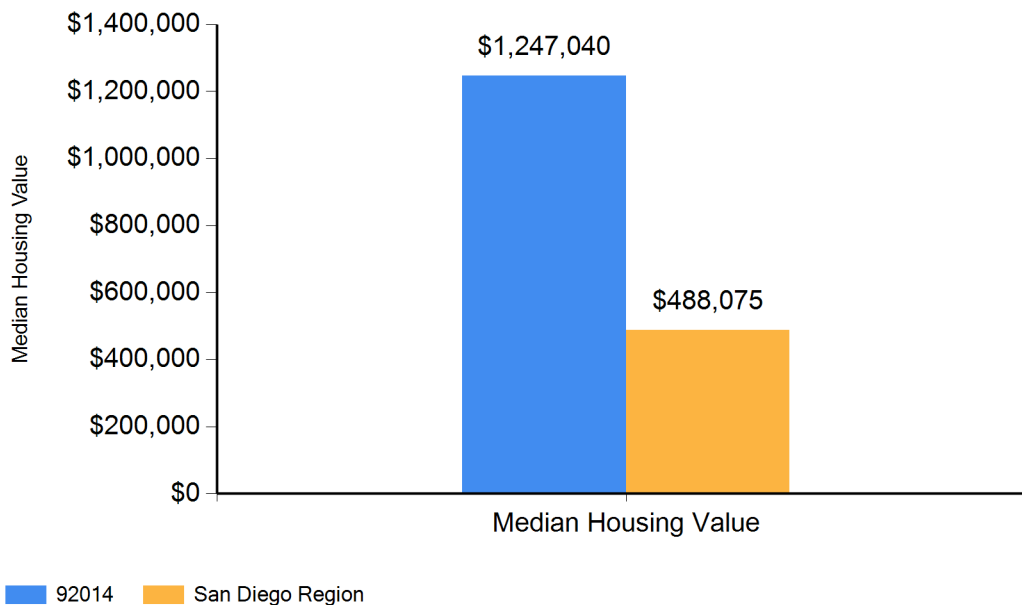
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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