



## Demographic and Socioeconomic Profile 2010

ZIP: 92110

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>23,852</b>	<b>100%</b>
White	15,903	67%
Hispanic	4,308	18%
Asian	1,253	5%
Black	1,210	5%
Two or More	899	4%
Other	109	<1%
Pacific Islander	93	<1%
American Indian	77	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>23,852</b>	<b>11,838</b>	<b>12,014</b>	<b>50%</b>
Under 5	1,386	692	694	50%
5 to 9	1,059	528	531	50%
10 to 14	808	426	382	47%
15 to 17	461	246	215	47%
18 and 19	1,143	436	707	62%
20 to 24	2,506	1,213	1,293	52%
25 to 29	2,678	1,320	1,358	51%
30 to 34	2,169	1,146	1,023	47%
35 to 39	1,600	865	735	46%
40 to 44	1,390	750	640	46%
45 to 49	1,417	765	652	46%
50 to 54	1,412	758	654	46%
55 to 59	1,308	673	635	49%
60 and 61	562	274	288	51%
62 to 64	682	338	344	50%
65 to 69	863	421	442	51%
70 to 74	616	280	336	55%
75 to 79	599	245	354	59%
80 to 84	583	234	349	60%
85 and Older	610	228	382	63%
Under 18	3,714	1,892	1,822	49%
65 and older	3,271	1,408	1,863	57%
<b>Median</b>	<b>34.3</b>	<b>34.6</b>	<b>34.0</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>20,599</b>	<b>100%</b>
Never Married	7,850	38%
Married, excluding separated	8,249	40%
Separated	473	2%
Widowed	1,171	6%
Divorced	2,856	14%

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>23,852</b>	<b>100%</b>
Household	22,562	95%
Group Quarters - Other	752	3%
Group Quarters - College	538	2%
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
<b>Total Pop.</b>	<b>23,852</b>	<b>4,308</b>	<b>15,903</b>	<b>1,210</b>	<b>77</b>	<b>1,253</b>	<b>93</b>	<b>109</b>	<b>899</b>
Under 5	1,386	389	665	131	2	49	10	3	137
5 to 9	1,059	315	485	90	2	47	6	3	111
10 to 14	808	230	405	67	1	36	4	6	59
15 to 17	461	123	247	36	1	15	2	1	36
18 and 19	1,143	239	730	38	4	66	3	4	59
20 to 24	2,506	523	1,608	98	8	136	6	10	117
25 to 29	2,678	543	1,670	148	11	175	11	30	90
30 to 34	2,169	423	1,328	151	6	152	11	24	74
35 to 39	1,600	269	1,027	97	6	131	7	11	52
40 to 44	1,390	246	955	59	6	81	8	3	32
45 to 49	1,417	233	990	77	4	67	9	3	34
50 to 54	1,412	173	1,075	66	3	58	4	8	25
55 to 59	1,308	159	1,016	47	8	51	3	1	23
60 and 61	562	55	447	26	1	23	2	0	8
62 to 64	682	66	553	17	4	24	3	0	15
65 to 69	863	93	691	28	3	36	2	0	10
70 to 74	616	66	486	14	5	36	1	2	6
75 to 79	599	63	489	8	2	32	0	0	5
80 to 84	583	61	486	9	0	21	1	0	5
85 and Older	610	39	550	3	0	17	0	0	1
Under 18	3,714	1,057	1,802	324	6	147	22	13	343
65 and older	3,271	322	2,702	62	10	142	4	2	27
<b>Median</b>		<b>28.1</b>	<b>39.0</b>	<b>29.9</b>	<b>37.9</b>	<b>33.4</b>	<b>32.0</b>	<b>29.6</b>	<b>22.0</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>22,466</b>	<b>100%</b>
Speak Only English	17,747	79%
Speak Spanish:	2,807	12%
Speak English "well" or "very well"	2,558	11%
Speak English "not well" or "not at all"	249	1%
Speak Asian/Pacific Island language:	901	4%
Speak English "well" or "very well"	832	4%
Speak English "not well" or "not at all"	69	<1%
Speak other language:	1,011	4%
Speak English "well" or "very well"	865	4%
Speak English "not well" or "not at all"	146	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>16,489</b>	<b>100%</b>
Less than 9th grade	344	2%
9th through 12th grade, no diploma	621	4%
High school grad (incl. equivalency)	3,136	19%
Some college, no degree	3,970	24%
Associate degree	1,254	8%
Bachelor's degree	4,707	29%
Master's degree	1,585	10%
Professional school degree	490	3%
Doctorate degree	382	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>22,992</b>	<b>100%</b>	---	---	---	---
Enrolled in school	6,123	27%	3,952	17%	2,171	9%
Nursery / Preschool	214	3%	88	2%	126	6%
Kindergarten to grade 4	982	16%	799	20%	183	8%
Grade 5 to grade 8	757	12%	664	17%	93	4%
Grade 9 to grade 12	741	12%	676	17%	65	3%
College, undergraduate	2,622	43%	1,346	34%	1,276	59%
Graduate or Professional school	807	13%	379	10%	428	20%
Not enrolled in school	16,869	73%	---	---	---	---

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>10,723</b>	<b>100%</b>	<b>2,345</b>	<b>100%</b>	<b>8,378</b>	<b>100%</b>
Family Households:	5,063	47%	2,345	100%	2,718	32%
Married couple family	3,833	36%	1,619	69%	2,214	26%
Other family:	1,230	11%	726	31%	504	6%
Male householder, no wife	523	5%	264	11%	259	3%
Female householder, no husband	707	7%	462	20%	245	3%
Nonfamily households:	5,660	53%	0	0%	5,660	68%
Householder living alone	4,065	38%	----	----	----	----
Other nonfamily households	1,595	15%	----	----	----	----

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>11,551</b>	<b>100%</b>	<b>10723</b>	<b>828</b>	<b>7%</b>	<b>2.10</b>
Single family (detached)	3,583	31%	3,461	122	3%	2.32
Single family (attached)	1,158	10%	1,072	86	7%	2.83
2 to 4 units	929	8%	860	69	7%	1.90
5 to 9 units	1,100	10%	1,012	88	8%	1.86
10 or more units	4,584	40%	4,147	437	10%	1.85
Mobile home and Other	197	2%	171	26	13%	1.87

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>4,832</b>	<b>100%</b>
Less than \$150,000	149	3%
\$150,000 to \$199,999	92	2%
\$200,000 to \$249,999	191	4%
\$250,000 to \$299,999	231	5%
\$300,000 to \$399,999	862	18%
\$400,000 to \$499,999	746	15%
\$500,000 to \$749,999	1,509	31%
\$750,000 to \$999,999	753	16%
\$1,000,000 or more	299	6%

**Median Value** **\$523,638**

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>11,551</b>	<b>100%</b>
2005 or Later	403	3%
2000 to 2004	488	4%
1990 to 1999	464	4%
1980 to 1989	1,766	15%
1970 to 1979	2,428	21%
1960 to 1969	2,188	19%
1950 to 1959	2,541	22%
1940 to 1949	620	5%
1939 or earlier	653	6%

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>10,723</b>	<b>100%</b>	<b>5,891</b>	<b>100%</b>	<b>4,832</b>	<b>100%</b>
1.00 occupant housing per room or less	10,537	98%	5,719	97%	4,818	100%
1.01 to 1.50 occupants per room	121	1%	107	2%	14	<1%
1.51 to 2.00 occupants per room	65	1%	65	1%	0	0%
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>5,891</b>	<b>100%</b>
Less than \$500	419	7%
\$500 to \$599	43	1%
\$600 to \$699	195	3%
\$700 to \$799	382	6%
\$800 to \$899	488	8%
\$900 to \$999	449	8%
\$1,000 to \$1,249	1,140	19%
\$1,250 to \$1,499	893	15%
\$1,500 to \$1,999	1,431	24%
\$2,000 or more	309	5%
No cash rent	142	2%
<b>Median contract rent</b>	<b>\$1,213</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>5,891</b>	<b>100%</b>
Less than 20 percent	965	16%
20.0 to 24.9 percent	599	10%
25.0 to 29.9 percent	591	10%
30.0 to 34.9 percent	523	9%
35.0 to 39.9 percent	481	8%
40.0 to 49.9 percent	529	9%
50.0 percent or more	1,911	32%
Not computed	292	5%

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>10,723</b>	<b>100%</b>
No vehicle	1,024	10%
1 vehicle	4,298	40%
2 vehicles	3,768	35%
3 vehicles	1,114	10%
4 or more vehicles	519	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
<b>Total Workers</b>	<b>12,343</b>	<b>100%</b>
Worked in state of residence	12,243	99%
Worked in county of residence	11,996	97%
Worked outside county of residence	247	2%
Worked outside state of residence	100	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>20,467</b>	<b>100%</b>	<b>10,105</b>	<b>49%</b>
In labor force	13,370	65%	7,167	54%
Armed forces	633	5%	544	86%
Civilian (employed)	11,717	88%	6,031	51%
Civilian (unemployed)	1,020	8%	592	58%
Not in labor force	7,097	35%	2,938	41%
Pct. of civilian labor force unemployed	8.0%		8.9%	

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>12,343</b>	<b>100%</b>
Car, truck or van:	10,282	83%
Drove Alone	9,470	77%
Carpooled	812	7%
Public Transportation:	667	5%
Bus	561	5%
Trolley / Streetcar	84	1%
Railroad	22	<1%
Other public transportation	0	0%
Motorcycle	59	<1%
Bicycle	114	1%
Walked	404	3%
Other means	109	1%
Worked at home	708	6%

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>12,343</b>	<b>100%</b>
Did not work at home	11,635	94%
Less than 10 minutes	1,418	11%
10 to 19 minutes	4,965	40%
20 to 29 minutes	3,020	24%
30 to 44 minutes	1,430	12%
45 to 59 minutes	351	3%
60 to 89 minutes	236	2%
90 minutes or more	215	2%
Worked at home	708	6%
<b>Average time to work (minutes)</b>	<b>24</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>11,717</b>	<b>100%</b>
Agriculture, forestry, mining	31	<1%
Utilities	40	<1%
Construction	482	4%
Manufacturing	763	7%
Wholesale trade	267	2%
Retail trade	1,400	12%
Transportation & warehousing	339	3%
Information & communications	275	2%
Finance, insurance, & real estate	963	8%
Professional, scientific, management, administration	813	7%
Educational, social, & health services	2,478	21%
Art, entertainment, recreation, accommodations, food	1,588	14%
Other services	494	4%
Public administration	1,784	15%

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>11,717</b>	<b>100%</b>
Management, professional & related:	5,142	44%
Management (incl. farm managers)	1,349	12%
Business & financial	726	6%
Computer & mathematical	382	3%
Architecture & engineering	294	3%
Life, physical & social science	228	2%
Community & social service	270	2%
Legal	188	2%
Education, training, & library	746	6%
Art, entertainment, sports & media	340	3%
Healthcare practitioners	619	5%
Service:	1,836	16%
Healthcare support	71	1%
Protective service	210	2%
Food preparation & serving	703	6%
Building & grounds cleaning / maintenance	242	2%
Personal care & service	610	5%
Sales & office	3,326	28%
Farming, fishing & forestry	31	<1%
Construction, extraction & maintenance	738	6%
Production, transport & material moving	644	5%

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>10,723</b>	<b>100%</b>
Less than \$15,000	1,460	14%
\$15,000 to \$29,999	1,622	15%
\$30,000 to \$44,999	1,467	14%
\$45,000 to \$59,999	1,310	12%
\$60,000 to \$74,999	930	9%
\$75,000 to \$99,999	1,360	13%
\$100,000 to \$124,999	912	9%
\$125,000 to \$149,999	536	5%
\$150,000 to \$199,999	609	6%
\$200,000 or more	517	5%
<b>Median Income</b>	<b>\$54,303</b>	<b>—</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>10,723</b>	<b>100%</b>
With earnings	8,443	79%
With wage and salary income	7,880	73%
With self-employment income	1,539	14%
With interest, dividend, or net rental income	2,884	27%
With Social Security income	2,560	24%
With Supplemental Security income	308	3%
With public assistance income	120	1%
With retirement income	1,792	17%
With other types of income	1,291	12%

*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>22,412</b>	<b>100%</b>
Under .50	1,391	6%
.50 to .99	1,323	6%
1.00 to 1.24	1,579	7%
1.25 to 1.49	822	4%
1.50 to 1.84	1,469	7%
1.85 to 1.99	564	3%
2.00 and over	15,264	68%

*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>22,412</b>	<b>100%</b>
Above Poverty	19,698	88%
Below Poverty	2,714	12%

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

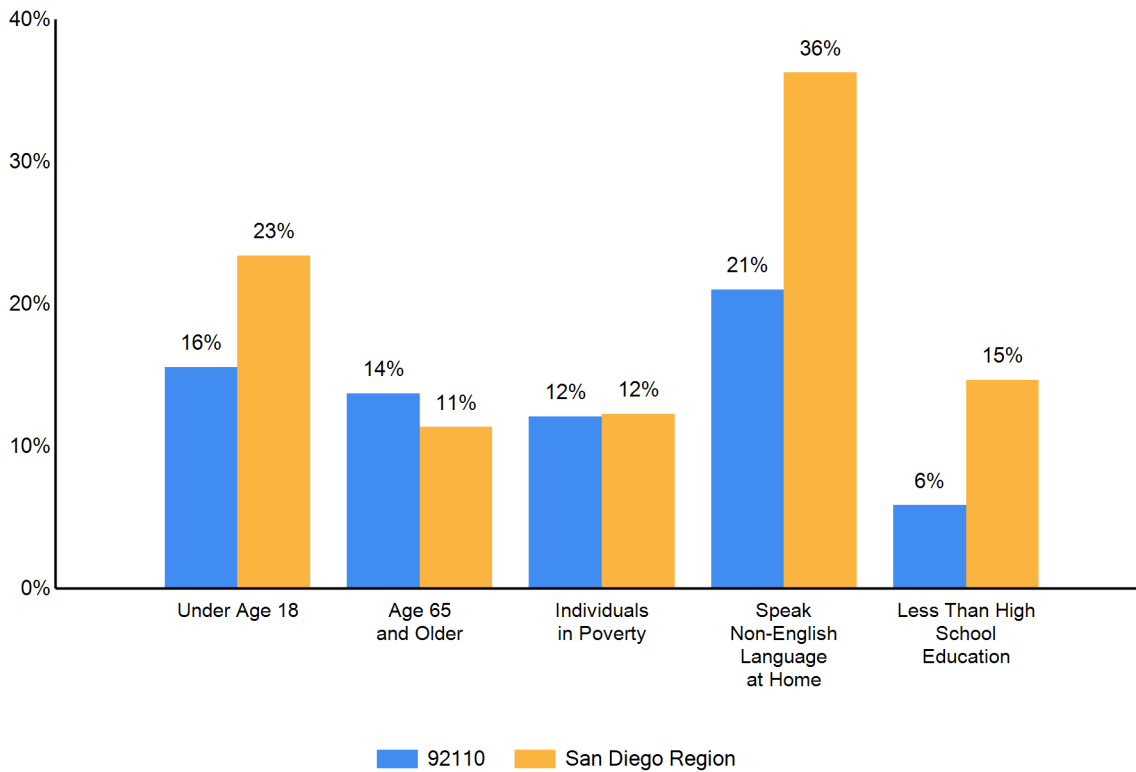
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	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>5,063</b>	<b>2,345</b>	<b>2,718</b>	<b>4,728</b>	<b>2,136</b>	<b>2,592</b>	<b>335</b>	<b>209</b>	<b>126</b>
Married couple family	3,833	1,619	2,214	3,666	1,544	2,122	167	75	92
Male householder, no wife present	523	264	259	498	259	239	25	5	20
Female householder, no husband present	707	462	245	564	333	231	143	129	14

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

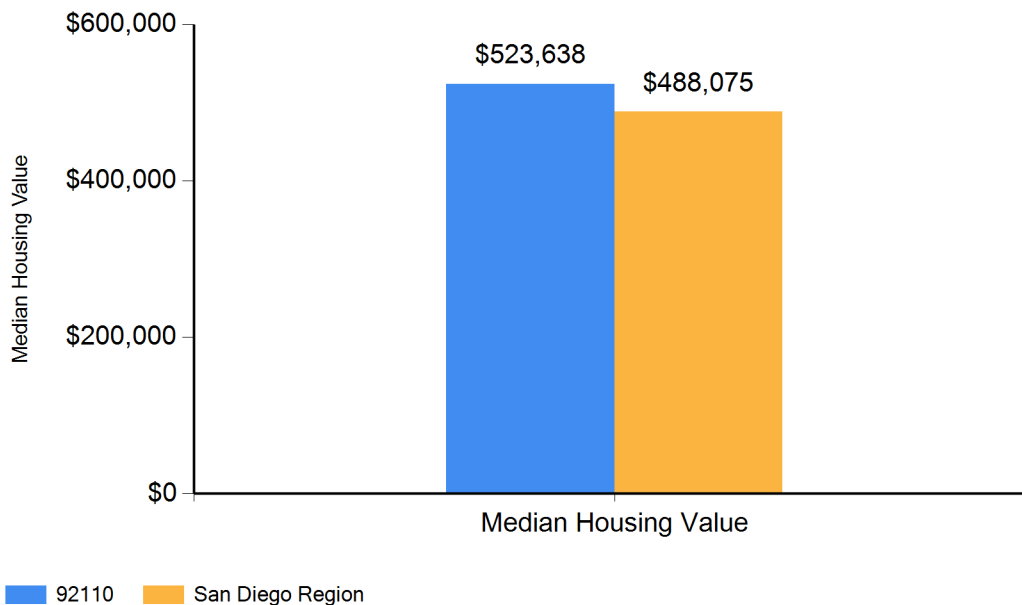


## Demographic and Socioeconomic Characteristics



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