



Demographic and Socioeconomic Profile 2010

ZIP: 92107

Population by Race

	Population	Percent
Total Population	26,929	100%
White	22,066	82%
Hispanic	2,814	10%
Two or More	730	3%
Asian	644	2%
Black	394	1%
Other	127	<1%
American Indian	100	<1%
Pacific Islander	54	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	26,929	13,813	13,116	49%
Under 5	1,001	515	486	49%
5 to 9	878	475	403	46%
10 to 14	829	429	400	48%
15 to 17	529	244	285	54%
18 and 19	723	297	426	59%
20 to 24	2,894	1,309	1,585	55%
25 to 29	4,018	2,094	1,924	48%
30 to 34	3,255	1,779	1,476	45%
35 to 39	2,098	1,214	884	42%
40 to 44	1,743	909	834	48%
45 to 49	1,642	910	732	45%
50 to 54	1,743	920	823	47%
55 to 59	1,654	869	785	47%
60 and 61	558	300	258	46%
62 to 64	821	419	402	49%
65 to 69	760	377	383	50%
70 to 74	494	217	277	56%
75 to 79	404	161	243	60%
80 to 84	353	181	172	49%
85 and Older	532	194	338	64%
Under 18	3,237	1,663	1,574	49%
65 and older	2,543	1,130	1,413	56%
Median	34.0	34.3	33.6	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	24,221	100%
Never Married	11,942	49%
Married, excluding separated	7,848	32%
Separated	363	1%
Widowed	1,056	4%
Divorced	3,012	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	26,929	100%
Household	26,759	99%
Group Quarters - Other	170	1%
Group Quarters - College	0	0%
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
Total Pop.	26,929	2,814	22,066	394	100	644	54	127	730
Under 5	1,001	175	708	18	2	22	0	6	70
5 to 9	878	159	615	14	4	21	3	5	57
10 to 14	829	159	587	23	2	10	0	9	39
15 to 17	529	96	357	15	5	10	5	5	36
18 and 19	723	120	542	18	1	14	2	3	23
20 to 24	2,894	374	2,282	47	15	79	4	9	84
25 to 29	4,018	454	3,244	52	14	99	10	30	115
30 to 34	3,255	335	2,651	37	11	96	3	22	100
35 to 39	2,098	231	1,664	41	4	82	11	12	53
40 to 44	1,743	174	1,430	29	2	55	7	6	40
45 to 49	1,642	149	1,370	24	13	42	2	7	35
50 to 54	1,743	124	1,528	28	10	25	0	4	24
55 to 59	1,654	94	1,491	18	4	22	1	2	22
60 and 61	558	40	483	9	2	15	3	3	3
62 to 64	821	47	742	4	1	12	2	3	10
65 to 69	760	36	690	5	5	15	0	1	8
70 to 74	494	16	462	6	1	4	0	0	5
75 to 79	404	13	373	4	2	9	1	0	2
80 to 84	353	8	333	1	1	8	0	0	2
85 and Older	532	10	514	1	1	4	0	0	2
Under 18	3,237	589	2,267	70	13	63	8	25	202
65 and older	2,543	83	2,372	17	10	40	1	1	19
Median		28.6	35.1	31.4	33.2	33.5	35.0	29.4	27.4

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	25,928	100%
Speak Only English	22,537	87%
Speak Spanish:	1,802	7%
Speak English "well" or "very well"	1,476	6%
Speak English "not well" or "not at all"	326	1%
Speak Asian/Pacific Island language:	169	1%
Speak English "well" or "very well"	168	1%
Speak English "not well" or "not at all"	1	<1%
Speak other language:	1,420	5%
Speak English "well" or "very well"	1,325	5%
Speak English "not well" or "not at all"	95	<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	20,075	100%
Less than 9th grade	303	2%
9th through 12th grade, no diploma	465	2%
High school grad (incl. equivalency)	2,581	13%
Some college, no degree	4,540	23%
Associate degree	1,662	8%
Bachelor's degree	6,860	34%
Master's degree	2,251	11%
Professional school degree	886	4%
Doctorate degree	527	3%

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	26,274	100%	---	---	---	---
Enrolled in school	6,846	26%	4,225	16%	2,621	10%
Nursery / Preschool	171	2%	14	<1%	157	6%
Kindergarten to grade 4	899	13%	790	19%	109	4%
Grade 5 to grade 8	656	10%	442	10%	214	8%
Grade 9 to grade 12	782	11%	752	18%	30	1%
College, undergraduate	3,094	45%	1,492	35%	1,602	61%
Graduate or Professional school	1,244	18%	735	17%	509	19%
Not enrolled in school	19,428	74%	---	---	---	---

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	13,295	100%	2,201	100%	11,094	100%
Family Households:	5,226	39%	2,191	100%	3,035	27%
Married couple family	3,874	29%	1,372	62%	2,502	23%
Other family:	1,352	10%	819	37%	533	5%
Male householder, no wife	449	3%	206	9%	243	2%
Female householder, no husband	903	7%	613	28%	290	3%
Nonfamily households:	8,069	61%	10	<1%	8,059	73%
Householder living alone	5,276	40%	----	----	----	----
Other nonfamily households	2,793	21%	----	----	----	----

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	13,952	100%	13,295	657	5%	2.01
Single family (detached)	4,435	32%	4,282	153	3%	2.29
Single family (attached)	3,597	26%	3,435	162	5%	1.92
2 to 4 units	2,041	15%	1,912	129	6%	1.89
5 to 9 units	1,356	10%	1,279	77	6%	1.86
10 or more units	2,523	18%	2,387	136	5%	1.82
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	5,076	100%
Less than \$150,000	79	2%
\$150,000 to \$199,999	38	1%
\$200,000 to \$249,999	105	2%
\$250,000 to \$299,999	181	4%
\$300,000 to \$399,999	455	9%
\$400,000 to \$499,999	460	9%
\$500,000 to \$749,999	1,439	28%
\$750,000 to \$999,999	1,341	26%
\$1,000,000 or more	978	19%

Median Value **\$710,490**

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	13,952	100%
2005 or Later	90	1%
2000 to 2004	145	1%
1990 to 1999	158	1%
1980 to 1989	946	7%
1970 to 1979	2,827	20%
1960 to 1969	2,191	16%
1950 to 1959	3,730	27%
1940 to 1949	2,412	17%
1939 or earlier	1,453	10%

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	13,295	100%	8,219	100%	5,076	100%
1.00 occupant housing per room or less	13,136	99%	8,109	99%	5,027	99%
1.01 to 1.50 occupants per room	113	1%	93	1%	20	<1%
1.51 to 2.00 occupants per room	17	<1%	17	<1%	0	0%
2.01 or more occupants per room	29	<1%	0	0%	29	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	8,219	100%
Less than \$500	131	2%
\$500 to \$599	76	1%
\$600 to \$699	287	3%
\$700 to \$799	202	2%
\$800 to \$899	786	10%
\$900 to \$999	1,173	14%
\$1,000 to \$1,249	1,859	23%
\$1,250 to \$1,499	1,359	17%
\$1,500 to \$1,999	1,569	19%
\$2,000 or more	595	7%
No cash rent	182	2%
Median contract rent	\$1,193	

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	8,219	100%
Less than 20 percent	1,992	24%
20.0 to 24.9 percent	957	12%
25.0 to 29.9 percent	1,108	13%
30.0 to 34.9 percent	730	9%
35.0 to 39.9 percent	480	6%
40.0 to 49.9 percent	863	11%
50.0 percent or more	1,823	22%
Not computed	266	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	13,295	100%
No vehicle	525	4%
1 vehicle	5,595	42%
2 vehicles	5,441	41%
3 vehicles	1,499	11%
4 or more vehicles	235	2%

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	17,265	100%
Worked in state of residence	17,182	100%
Worked in county of residence	17,029	99%
Worked outside county of residence	153	1%
Worked outside state of residence	83	<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	24,085	100%	12,323	51%
In labor force	18,372	76%	9,921	54%
Armed forces	217	1%	177	82%
Civilian (employed)	16,648	91%	8,948	54%
Civilian (unemployed)	1,507	8%	796	53%
Not in labor force	5,713	24%	2,402	42%
Pct. of civilian labor force unemployed	8.3%		8.2%	

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	17,265	100%
Car, truck or van:	14,079	82%
Drove Alone	13,136	76%
Carpooled	943	5%
Public Transportation:	243	1%
Bus	225	1%
Trolley / Streetcar	18	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	107	1%
Bicycle	391	2%
Walked	855	5%
Other means	210	1%
Worked at home	1,380	8%

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	17,265	100%
Did not work at home	15,885	92%
Less than 10 minutes	1,933	11%
10 to 19 minutes	5,845	34%
20 to 29 minutes	4,376	25%
30 to 44 minutes	2,613	15%
45 to 59 minutes	632	4%
60 to 89 minutes	302	2%
90 minutes or more	184	1%
Worked at home	1,380	8%
Average time to work (minutes)	24	--

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+	16,919	100%
Agriculture, forestry, mining	126	1%
Utilities	75	<1%
Construction	888	5%
Manufacturing	916	5%
Wholesale trade	301	2%
Retail trade	1,619	10%
Transportation & warehousing	349	2%
Information & communications	388	2%
Finance, insurance, & real estate	1,637	10%
Professional, scientific, management, administration	556	3%
Educational, social, & health services	3,787	22%
Art, entertainment, recreation, accommodations, food	2,816	17%
Other services	760	4%
Public administration	2,701	16%

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+	16,919	100%
Management, professional & related:	7,867	46%
Management (incl. farm managers)	2,015	12%
Business & financial	951	6%
Computer & mathematical	545	3%
Architecture & engineering	505	3%
Life, physical & social science	331	2%
Community & social service	337	2%
Legal	326	2%
Education, training, & library	1,377	8%
Art, entertainment, sports & media	714	4%
Healthcare practitioners	766	5%
Service:	2,923	17%
Healthcare support	136	1%
Protective service	194	1%
Food preparation & serving	1,640	10%
Building & grounds cleaning / maintenance	130	1%
Personal care & service	823	5%
Sales & office	4,357	26%
Farming, fishing & forestry	122	1%
Construction, extraction & maintenance	873	5%
Production, transport & material moving	777	5%

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

Household Income

Number Percent

Total Households	13,295	100%
Less than \$15,000	1,034	8%
\$15,000 to \$29,999	1,615	12%
\$30,000 to \$44,999	2,092	16%
\$45,000 to \$59,999	1,731	13%
\$60,000 to \$74,999	1,492	11%
\$75,000 to \$99,999	2,111	16%
\$100,000 to \$124,999	1,058	8%
\$125,000 to \$149,999	715	5%
\$150,000 to \$199,999	802	6%
\$200,000 or more	645	5%
Median Income	\$61,764	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	13,295	100%
With earnings	11,432	86%
With wage and salary income	10,680	80%
With self-employment income	2,338	18%
With interest, dividend, or net rental income	3,773	28%
With Social Security income	2,218	17%
With Supplemental Security income	286	2%
With public assistance income	89	1%
With retirement income	1,807	14%
With other types of income	1,290	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
Total	25,677	100%
Under .50	1,018	4%
.50 to .99	1,488	6%
1.00 to 1.24	674	3%
1.25 to 1.49	842	3%
1.50 to 1.84	805	3%
1.85 to 1.99	556	2%
2.00 and over	20,294	79%

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	25,677	100%
Above Poverty	23,171	90%
Below Poverty	2,506	10%

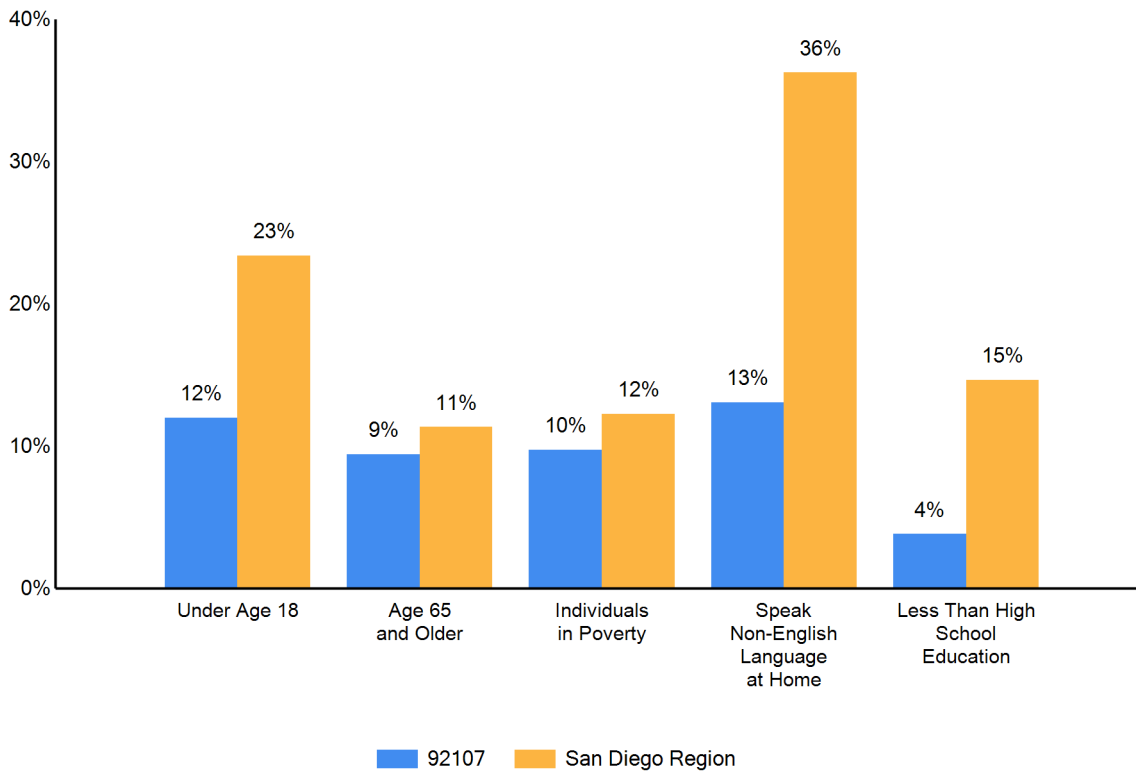
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	5,226	2,191	3,035	4,938	2,014	2,924	288	177	111
Married couple family	3,874	1,372	2,502	3,755	1,295	2,460	119	77	42
Male householder, no wife present	449	206	243	343	158	185	106	48	58
Female householder, no husband present	903	613	290	840	561	279	63	52	11

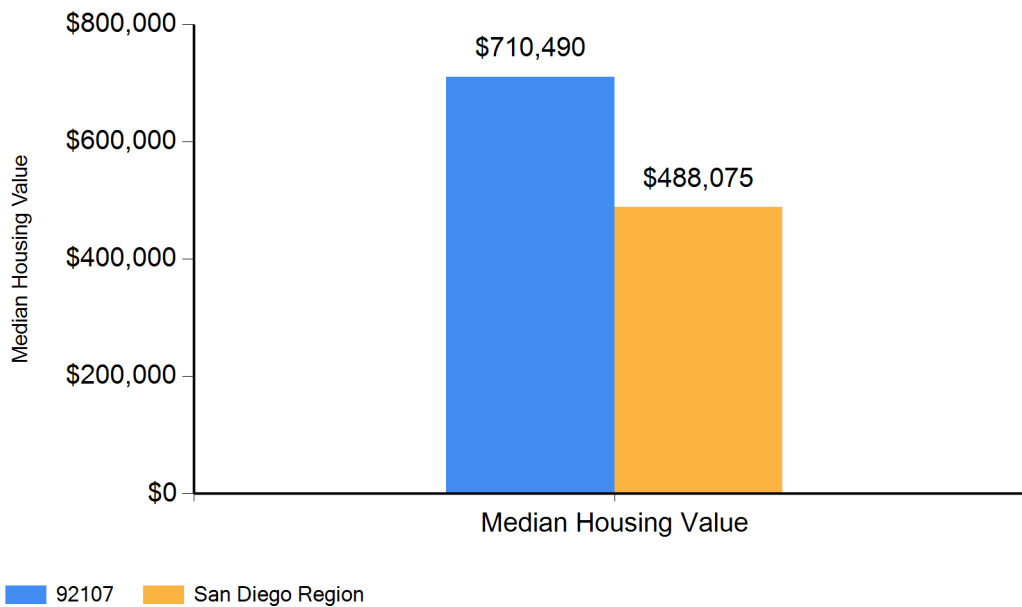
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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