



Demographic and Socioeconomic Profile 2010

ZIP: 92108

Population by Race

	Population	Percent
Total Population	18,191	100%
White	10,988	60%
Hispanic	3,197	18%
Asian	1,989	11%
Black	1,067	6%
Two or More	742	4%
Pacific Islander	93	1%
American Indian	61	<1%
Other	54	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	18,191	9,353	8,838	49%
Under 5	857	468	389	45%
5 to 9	434	206	228	53%
10 to 14	276	156	120	43%
15 to 17	250	134	116	46%
18 and 19	350	201	149	43%
20 to 24	2,859	1,285	1,574	55%
25 to 29	3,417	1,756	1,661	49%
30 to 34	2,378	1,353	1,025	43%
35 to 39	1,403	783	620	44%
40 to 44	1,054	589	465	44%
45 to 49	994	557	437	44%
50 to 54	924	456	468	51%
55 to 59	824	441	383	46%
60 and 61	231	118	113	49%
62 to 64	359	164	195	54%
65 to 69	453	244	209	46%
70 to 74	306	118	188	61%
75 to 79	259	117	142	55%
80 to 84	221	97	124	56%
85 and Older	342	110	232	68%
Under 18	1,817	964	853	47%
65 and older	1,581	686	895	57%
Median	31.4	31.7	30.9	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	16,624	100%
Never Married	8,638	52%
Married, excluding separated	5,221	31%
Separated	240	1%
Widowed	423	3%
Divorced	2,102	13%

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	18,191	100%
Household	17,867	98%
Group Quarters - Other	324	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.	18,191	3,197	10,988	1,067	61	1,989	93	54	742
Under 5	857	230	382	60	1	81	5	4	94
5 to 9	434	145	138	41	4	62	4	3	37
10 to 14	276	92	104	25	2	24	2	1	26
15 to 17	250	66	119	24	0	20	2	1	18
18 and 19	350	70	201	17	2	35	4	0	21
20 to 24	2,859	517	1,774	139	6	251	21	2	149
25 to 29	3,417	631	1,987	193	7	436	16	11	136
30 to 34	2,378	421	1,316	133	11	379	16	10	92
35 to 39	1,403	272	763	102	9	193	5	15	44
40 to 44	1,054	202	621	74	4	114	2	5	32
45 to 49	994	154	612	86	5	101	4	1	31
50 to 54	924	116	632	74	1	75	3	0	23
55 to 59	824	79	597	51	1	80	5	0	11
60 and 61	231	27	157	14	1	27	0	0	5
62 to 64	359	37	277	8	2	28	2	0	5
65 to 69	453	47	370	6	4	22	0	0	4
70 to 74	306	33	235	9	0	21	0	1	7
75 to 79	259	28	210	5	0	13	1	0	2
80 to 84	221	19	178	4	0	18	0	0	2
85 and Older	342	11	315	2	1	9	1	0	3
Under 18	1,817	533	743	150	7	187	13	9	175
65 and older	1,581	138	1,308	26	5	83	2	1	18
Median		28.8	33.0	31.3	33.9	31.1	27.7	32.5	26.0

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	17,334	100%
Speak Only English	13,546	78%
Speak Spanish:	1,715	10%
Speak English "well" or "very well"	1,600	9%
Speak English "not well" or "not at all"	115	1%
Speak Asian/Pacific Island language:	1,104	6%
Speak English "well" or "very well"	963	6%
Speak English "not well" or "not at all"	141	1%
Speak other language:	969	5%
Speak English "well" or "very well"	946	5%
Speak English "not well" or "not at all"	23	<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	13,165	100%
Less than 9th grade	193	1%
9th through 12th grade, no diploma	215	2%
High school grad (incl. equivalency)	1,292	10%
Some college, no degree	3,005	23%
Associate degree	995	8%
Bachelor's degree	5,299	40%
Master's degree	1,254	10%
Professional school degree	699	5%
Doctorate degree	213	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
Total population age 3 and older	17,583	100%	---	---	---	---
Enrolled in school	4,230	24%	2,860	16%	1,370	8%
Nursery / Preschool	116	3%	55	2%	61	4%
Kindergarten to grade 4	191	5%	148	5%	43	3%
Grade 5 to grade 8	234	6%	192	7%	42	3%
Grade 9 to grade 12	219	5%	188	7%	31	2%
College, undergraduate	2,763	65%	1,973	69%	790	58%
Graduate or Professional school	707	17%	304	11%	403	29%
Not enrolled in school	13,353	76%	---	---	---	---

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	9,615	100%	833	100%	8,782	100%
Family Households:	2,945	31%	787	94%	2,158	25%
Married couple family	2,388	25%	576	69%	1,812	21%
Other family:	557	6%	211	25%	346	4%
Male householder, no wife	190	2%	61	7%	129	1%
Female householder, no husband	367	4%	150	18%	217	2%
Nonfamily households:	6,670	69%	46	6%	6,624	75%
Householder living alone	4,393	46%	----	----	----	----
Other nonfamily households	2,277	24%	----	----	----	----

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	10,637	100%	9615	1,022	10%	1.86
Single family (detached)	139	1%	138	1	1%	2.30
Single family (attached)	1,078	10%	866	212	20%	2.16
2 to 4 units	590	6%	556	34	6%	1.88
5 to 9 units	928	9%	857	71	8%	1.84
10 or more units	7,902	74%	7,198	704	9%	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	3,413	100%
Less than \$150,000	270	8%
\$150,000 to \$199,999	354	10%
\$200,000 to \$249,999	382	11%
\$250,000 to \$299,999	219	6%
\$300,000 to \$399,999	828	24%
\$400,000 to \$499,999	612	18%
\$500,000 to \$749,999	642	19%
\$750,000 to \$999,999	65	2%
\$1,000,000 or more	41	1%

Median Value **\$358,505**

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	10,637	100%
2005 or Later	596	6%
2000 to 2004	2,439	23%
1990 to 1999	2,080	20%
1980 to 1989	1,782	17%
1970 to 1979	2,563	24%
1960 to 1969	564	5%
1950 to 1959	512	5%
1940 to 1949	25	<1%
1939 or earlier	76	1%

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	9,615	100%	6,202	100%	3,413	100%
1.00 occupant housing per room or less	9,531	99%	6,138	99%	3,393	99%
1.01 to 1.50 occupants per room	28	<1%	9	<1%	19	1%
1.51 to 2.00 occupants per room	56	1%	55	1%	1	<1%
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
Total Units	6,202	100%
Less than \$500	33	1%
\$500 to \$599	33	1%
\$600 to \$699	88	1%
\$700 to \$799	118	2%
\$800 to \$899	101	2%
\$900 to \$999	271	4%
\$1,000 to \$1,249	979	16%
\$1,250 to \$1,499	1,259	20%
\$1,500 to \$1,999	2,621	42%
\$2,000 or more	573	9%
No cash rent	126	2%
Median contract rent	\$1,541	

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	6,202	100%
Less than 20 percent	1,465	24%
20.0 to 24.9 percent	1,085	17%
25.0 to 29.9 percent	481	8%
30.0 to 34.9 percent	739	12%
35.0 to 39.9 percent	410	7%
40.0 to 49.9 percent	508	8%
50.0 percent or more	1,258	20%
Not computed	256	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
Total Availability	9,615	100%
No vehicle	277	3%
1 vehicle	4,590	48%
2 vehicles	4,050	42%
3 vehicles	628	7%
4 or more vehicles	70	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
Total Workers	12,587	100%
Worked in state of residence	12,474	99%
Worked in county of residence	12,251	97%
Worked outside county of residence	223	2%
Worked outside state of residence	113	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	16,544	100%	8,478	51%
In labor force	13,304	80%	7,232	54%
Armed forces	1,046	8%	748	72%
Civilian (employed)	11,343	85%	5,880	52%
Civilian (unemployed)	915	7%	604	66%
Not in labor force	3,240	20%	1,246	38%
Pct. of civilian labor force unemployed	7.5%		9.3%	

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	12,587	100%
Car, truck or van:	11,137	88%
Drove Alone	10,365	82%
Carpooled	772	6%
Public Transportation:	381	3%
Bus	308	2%
Trolley / Streetcar	73	1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	44	<1%
Bicycle	20	<1%
Walked	231	2%
Other means	77	1%
Worked at home	697	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
Total Workers	12,587	100%
Did not work at home	11,890	94%
Less than 10 minutes	1,733	14%
10 to 19 minutes	5,156	41%
20 to 29 minutes	2,819	22%
30 to 44 minutes	1,684	13%
45 to 59 minutes	329	3%
60 to 89 minutes	65	1%
90 minutes or more	104	1%
Worked at home	697	6%
Average time to work (minutes)	22	--

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+	11,757	100%
Agriculture, forestry, mining	0	0%
Utilities	30	<1%
Construction	478	4%
Manufacturing	721	6%
Wholesale trade	202	2%
Retail trade	1,101	9%
Transportation & warehousing	232	2%
Information & communications	348	3%
Finance, insurance, & real estate	1,166	10%
Professional, scientific, management, administration	663	6%
Educational, social, & health services	2,657	23%
Art, entertainment, recreation, accommodations, food	1,699	14%
Other services	465	4%
Public administration	1,995	17%

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+	11,757	100%
Management, professional & related:	5,905	50%
Management (incl. farm managers)	1,099	9%
Business & financial	1,065	9%
Computer & mathematical	829	7%
Architecture & engineering	332	3%
Life, physical & social science	80	1%
Community & social service	298	3%
Legal	369	3%
Education, training, & library	663	6%
Art, entertainment, sports & media	254	2%
Healthcare practitioners	916	8%
Service:	2,064	18%
Healthcare support	165	1%
Protective service	289	2%
Food preparation & serving	915	8%
Building & grounds cleaning / maintenance	150	1%
Personal care & service	545	5%
Sales & office	2,684	23%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	640	5%
Production, transport & material moving	464	4%

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

Household Income

Number Percent

Total Households	9,615	100%
Less than \$15,000	673	7%
\$15,000 to \$29,999	1,045	11%
\$30,000 to \$44,999	1,168	12%
\$45,000 to \$59,999	1,456	15%
\$60,000 to \$74,999	1,284	13%
\$75,000 to \$99,999	1,535	16%
\$100,000 to \$124,999	993	10%
\$125,000 to \$149,999	771	8%
\$150,000 to \$199,999	370	4%
\$200,000 or more	320	3%
Median Income	\$65,438	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	9,615	100%
With earnings	8,799	92%
With wage and salary income	8,279	86%
With self-employment income	1,295	13%
With interest, dividend, or net rental income	2,240	23%
With Social Security income	953	10%
With Supplemental Security income	135	1%
With public assistance income	71	1%
With retirement income	986	10%
With other types of income	1,035	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	18,089	100%
Under .50	1,432	8%
.50 to .99	919	5%
1.00 to 1.24	343	2%
1.25 to 1.49	526	3%
1.50 to 1.84	431	2%
1.85 to 1.99	430	2%
2.00 and over	14,008	77%

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	18,089	100%
Above Poverty	15,738	87%
Below Poverty	2,351	13%

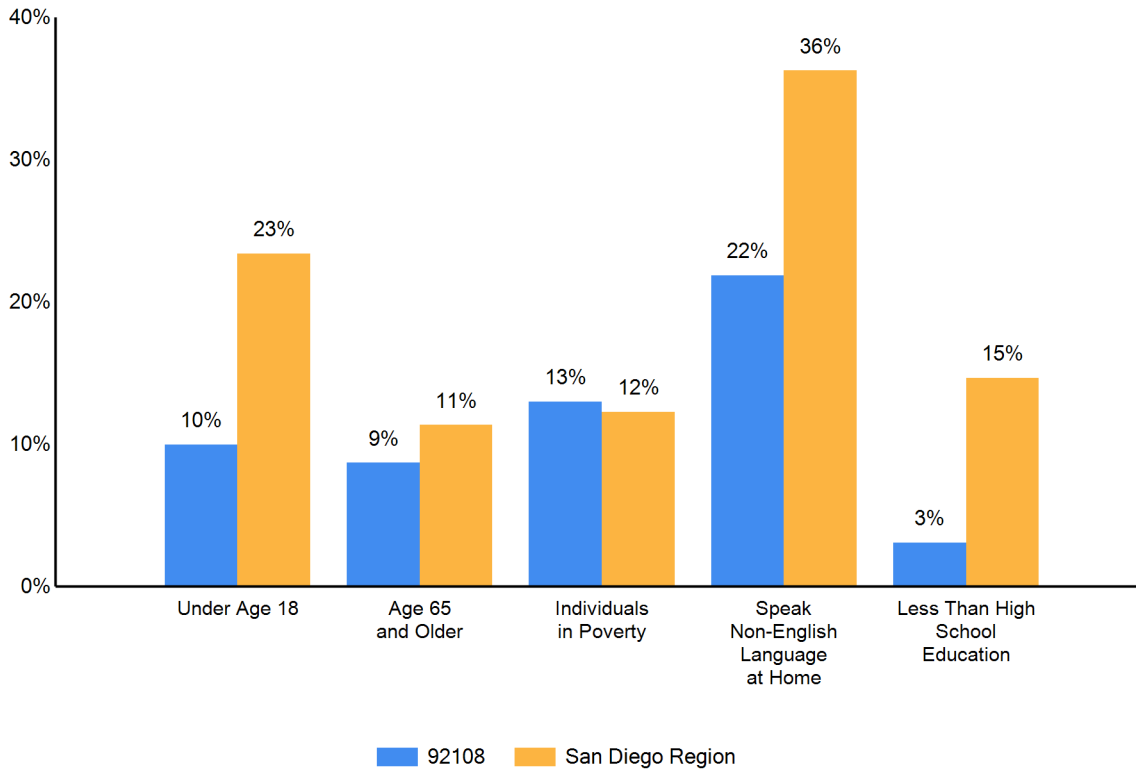
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	2,945	787	2,158	2,838	722	2,116	107	65	42
Married couple family	2,388	576	1,812	2,325	541	1,784	63	35	28
Male householder, no wife present	190	61	129	177	48	129	13	13	0
Female householder, no husband present	367	150	217	336	133	203	31	17	14

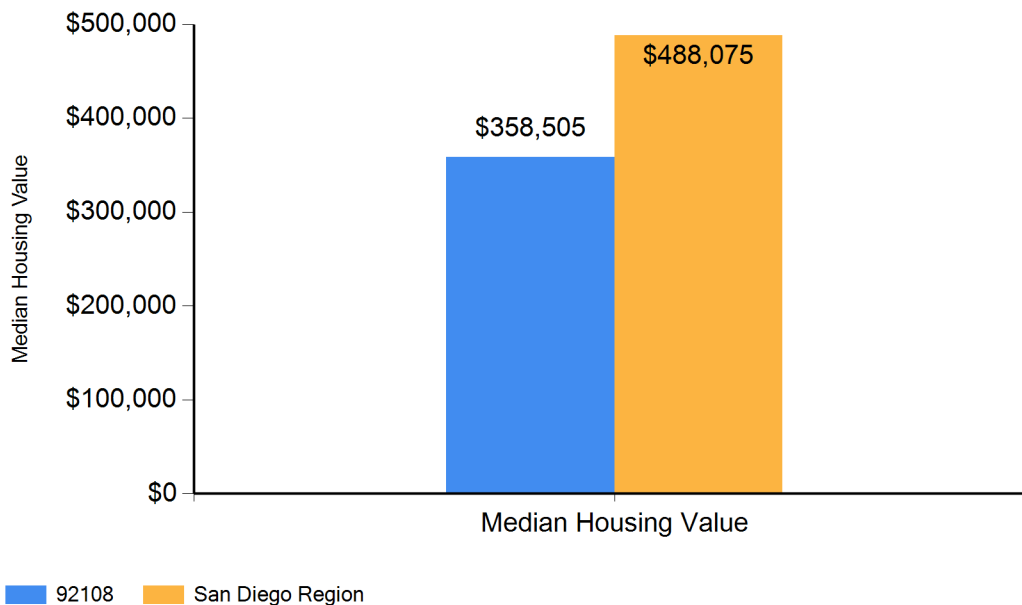
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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