



Demographic and Socioeconomic Profile 2010

CPA: College Area

Population by Race

	Population	Percent
Total Population	20,682	100%
White	12,441	60%
Hispanic	3,704	18%
Asian	2,301	11%
Black	1,264	6%
Two or More	822	4%
Pacific Islander	56	<1%
Other	47	<1%
American Indian	47	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	20,682	10,383	10,299	50%
Under 5	655	354	301	46%
5 to 9	539	263	276	51%
10 to 14	521	263	258	50%
15 to 17	342	177	165	48%
18 and 19	3,308	1,378	1,930	58%
20 to 24	6,213	3,200	3,013	48%
25 to 29	1,633	996	637	39%
30 to 34	1,022	565	457	45%
35 to 39	890	481	409	46%
40 to 44	804	434	370	46%
45 to 49	836	448	388	46%
50 to 54	827	423	404	49%
55 to 59	754	363	391	52%
60 and 61	287	134	153	53%
62 to 64	331	155	176	53%
65 to 69	455	237	218	48%
70 to 74	309	147	162	52%
75 to 79	255	105	150	59%
80 to 84	295	104	191	65%
85 and Older	406	156	250	62%
Under 18	2,057	1,057	1,000	49%
65 and older	1,720	749	971	56%
Median	24.0	24.3	23.7	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	18,967	100%
Never Married	12,069	64%
Married, excluding separated	4,932	26%
Separated	166	<1%
Widowed	533	3%
Divorced	1,267	7%

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	20,682	100%
Household	17,645	85%
Group Quarters - College	2,988	14%
Group Quarters - Other	49	<1%
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.	20,682	3,704	12,441	1,264	47	2,301	56	47	822
Under 5	655	206	295	54	2	46	1	1	50
5 to 9	539	176	208	58	1	53	0	0	43
10 to 14	521	146	221	60	1	55	0	5	33
15 to 17	342	113	126	35	3	45	1	1	18
18 and 19	3,308	653	1,995	160	5	310	6	8	171
20 to 24	6,213	1,026	3,850	262	5	746	15	9	300
25 to 29	1,633	299	802	115	3	339	13	8	54
30 to 34	1,022	212	535	100	2	123	3	6	41
35 to 39	890	200	476	75	3	106	3	2	25
40 to 44	804	166	449	79	5	85	1	1	18
45 to 49	836	139	522	67	4	81	1	0	22
50 to 54	827	119	568	68	3	53	2	3	11
55 to 59	754	76	522	52	3	82	5	0	14
60 and 61	287	38	210	13	1	20	3	1	1
62 to 64	331	30	256	15	2	22	0	1	5
65 to 69	455	42	340	18	2	46	1	1	5
70 to 74	309	20	248	10	0	27	1	0	3
75 to 79	255	14	197	9	1	28	0	0	6
80 to 84	295	18	246	6	0	24	0	0	1
85 and Older	406	11	375	8	1	10	0	0	1
Under 18	2,057	641	850	207	7	199	2	7	144
65 and older	1,720	105	1,406	51	4	135	2	1	16
Median		22.7	24.4	25.1	37.5	24.3	26.9	24.7	21.6

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	20,027	100%
Speak Only English	16,562	83%
Speak Spanish:	1,944	10%
Speak English "well" or "very well"	1,628	8%
Speak English "not well" or "not at all"	316	2%
Speak Asian/Pacific Island language:	880	4%
Speak English "well" or "very well"	697	3%
Speak English "not well" or "not at all"	183	1%
Speak other language:	641	3%
Speak English "well" or "very well"	610	3%
Speak English "not well" or "not at all"	31	<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	9,104	100%
Less than 9th grade	509	6%
9th through 12th grade, no diploma	273	3%
High school grad (incl. equivalency)	1,363	15%
Some college, no degree	2,559	28%
Associate degree	664	7%
Bachelor's degree	2,271	25%
Master's degree	1,063	12%
Professional school degree	249	3%
Doctorate degree	153	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	20,265	100%	---	---	---	---
Enrolled in school	10,558	52%	9,747	48%	811	4%
Nursery / Preschool	205	2%	76	1%	129	16%
Kindergarten to grade 4	566	5%	432	4%	134	17%
Grade 5 to grade 8	591	6%	500	5%	91	11%
Grade 9 to grade 12	482	5%	430	4%	52	6%
College, undergraduate	8,037	76%	7,753	80%	284	35%
Graduate or Professional school	677	6%	556	6%	121	15%
Not enrolled in school	9,707	48%	---	---	---	---

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	7,150	100%	1,389	100%	5,761	100%
Family Households:	3,077	43%	1,354	97%	1,723	30%
Married couple family	2,198	31%	959	69%	1,239	22%
Other family:	879	12%	395	28%	484	8%
Male householder, no wife	262	4%	115	8%	147	3%
Female householder, no husband	617	9%	280	20%	337	6%
Nonfamily households:	4,073	57%	35	3%	4,038	70%
Householder living alone	2,106	29%	----	----	----	----
Other nonfamily households	1,967	28%	----	----	----	----

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	7,452	100%	7150	302	4%	2.47
Single family (detached)	3,498	47%	3,343	155	4%	2.66
Single family (attached)	759	10%	741	18	2%	2.53
2 to 4 units	247	3%	239	8	3%	2.10
5 to 9 units	175	2%	171	4	2%	2.16
10 or more units	2,773	37%	2,656	117	4%	2.26
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	3,203	100%
Less than \$150,000	136	4%
\$150,000 to \$199,999	37	1%
\$200,000 to \$249,999	169	5%
\$250,000 to \$299,999	210	7%
\$300,000 to \$399,999	452	14%
\$400,000 to \$499,999	856	27%
\$500,000 to \$749,999	1,130	35%
\$750,000 to \$999,999	148	5%
\$1,000,000 or more	65	2%

Median Value **\$469,603**

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	7,452	100%
2005 or Later	79	1%
2000 to 2004	329	4%
1990 to 1999	352	5%
1980 to 1989	698	9%
1970 to 1979	1,317	18%
1960 to 1969	1,521	20%
1950 to 1959	2,081	28%
1940 to 1949	613	8%
1939 or earlier	462	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
Total occupied housing units	7,150	100%	3,947	100%	3,203	100%
1.00 occupant housing per room or less	6,943	97%	3,802	96%	3,141	98%
1.01 to 1.50 occupants per room	135	2%	89	2%	46	1%
1.51 to 2.00 occupants per room	72	1%	56	1%	16	<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	3,947	100%
Less than \$500	107	3%
\$500 to \$599	53	1%
\$600 to \$699	91	2%
\$700 to \$799	288	7%
\$800 to \$899	281	7%
\$900 to \$999	368	9%
\$1,000 to \$1,249	828	21%
\$1,250 to \$1,499	659	17%
\$1,500 to \$1,999	855	22%
\$2,000 or more	332	8%
No cash rent	85	2%
Median contract rent	\$1,239	

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	3,947	100%
Less than 20 percent	413	10%
20.0 to 24.9 percent	343	9%
25.0 to 29.9 percent	367	9%
30.0 to 34.9 percent	276	7%
35.0 to 39.9 percent	163	4%
40.0 to 49.9 percent	313	8%
50.0 percent or more	1,671	42%
Not computed	401	10%

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	7,150	100%
No vehicle	497	7%
1 vehicle	2,701	38%
2 vehicles	2,464	34%
3 vehicles	1,034	14%
4 or more vehicles	454	6%

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	9,040	100%
Worked in state of residence	8,954	99%
Worked in county of residence	8,842	98%
Worked outside county of residence	112	1%
Worked outside state of residence	86	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	18,883	100%	9,457	50%	9,426	50%
In labor force	10,242	54%	5,588	55%	4,654	45%
Armed forces	165	2%	165	100%	0	0%
Civilian (employed)	8,851	86%	4,812	54%	4,039	46%
Civilian (unemployed)	1,226	12%	611	50%	615	50%
Not in labor force	8,641	46%	3,869	45%	4,772	55%
Pct. of civilian labor force unemployed	12.2%		11.3%		13.2%	

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	9,040	100%
Car, truck or van:	7,414	82%
Drove Alone	6,682	74%
Carpooled	732	8%
Public Transportation:	279	3%
Bus	248	3%
Trolley / Streetcar	31	<1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	26	<1%
Bicycle	181	2%
Walked	645	7%
Other means	75	1%
Worked at home	420	5%

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	9,040	100%
Did not work at home	8,620	95%
Less than 10 minutes	1,035	11%
10 to 19 minutes	2,898	32%
20 to 29 minutes	2,497	28%
30 to 44 minutes	1,556	17%
45 to 59 minutes	360	4%
60 to 89 minutes	144	2%
90 minutes or more	130	1%
Worked at home	420	5%
Average time to work (minutes)	25	--

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+	8,893	100%
Agriculture, forestry, mining	18	<1%
Utilities	86	1%
Construction	344	4%
Manufacturing	560	6%
Wholesale trade	164	2%
Retail trade	1,383	16%
Transportation & warehousing	227	3%
Information & communications	182	2%
Finance, insurance, & real estate	540	6%
Professional, scientific, management, administration	318	4%
Educational, social, & health services	2,001	23%
Art, entertainment, recreation, accommodations, food	1,346	15%
Other services	465	5%
Public administration	1,259	14%

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+	8,893	100%
Management, professional & related:	3,483	39%
Management (incl. farm managers)	861	10%
Business & financial	455	5%
Computer & mathematical	184	2%
Architecture & engineering	443	5%
Life, physical & social science	249	3%
Community & social service	253	3%
Legal	98	1%
Education, training, & library	609	7%
Art, entertainment, sports & media	203	2%
Healthcare practitioners	128	1%
Service:	2,103	24%
Healthcare support	170	2%
Protective service	347	4%
Food preparation & serving	918	10%
Building & grounds cleaning / maintenance	212	2%
Personal care & service	456	5%
Sales & office	2,259	25%
Farming, fishing & forestry	36	<1%
Construction, extraction & maintenance	421	5%
Production, transport & material moving	591	7%

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

Household Income

	Number	Percent
Total Households	7,150	100%
Less than \$15,000	1,526	21%
\$15,000 to \$29,999	1,186	17%
\$30,000 to \$44,999	823	12%
\$45,000 to \$59,999	842	12%
\$60,000 to \$74,999	697	10%
\$75,000 to \$99,999	887	12%
\$100,000 to \$124,999	443	6%
\$125,000 to \$149,999	335	5%
\$150,000 to \$199,999	144	2%
\$200,000 or more	267	4%
Median Income	\$45,713	--

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	7,150	100%
With earnings	5,783	81%
With wage and salary income	5,576	78%
With self-employment income	996	14%
With interest, dividend, or net rental income	1,756	25%
With Social Security income	1,451	20%
With Supplemental Security income	169	2%
With public assistance income	172	2%
With retirement income	898	13%
With other types of income	955	13%

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	16,005	100%
Under .50	2,874	18%
.50 to .99	1,751	11%
1.00 to 1.24	514	3%
1.25 to 1.49	896	6%
1.50 to 1.84	499	3%
1.85 to 1.99	353	2%
2.00 and over	9,118	57%

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	16,005	100%
Above Poverty	11,380	71%
Below Poverty	4,625	29%

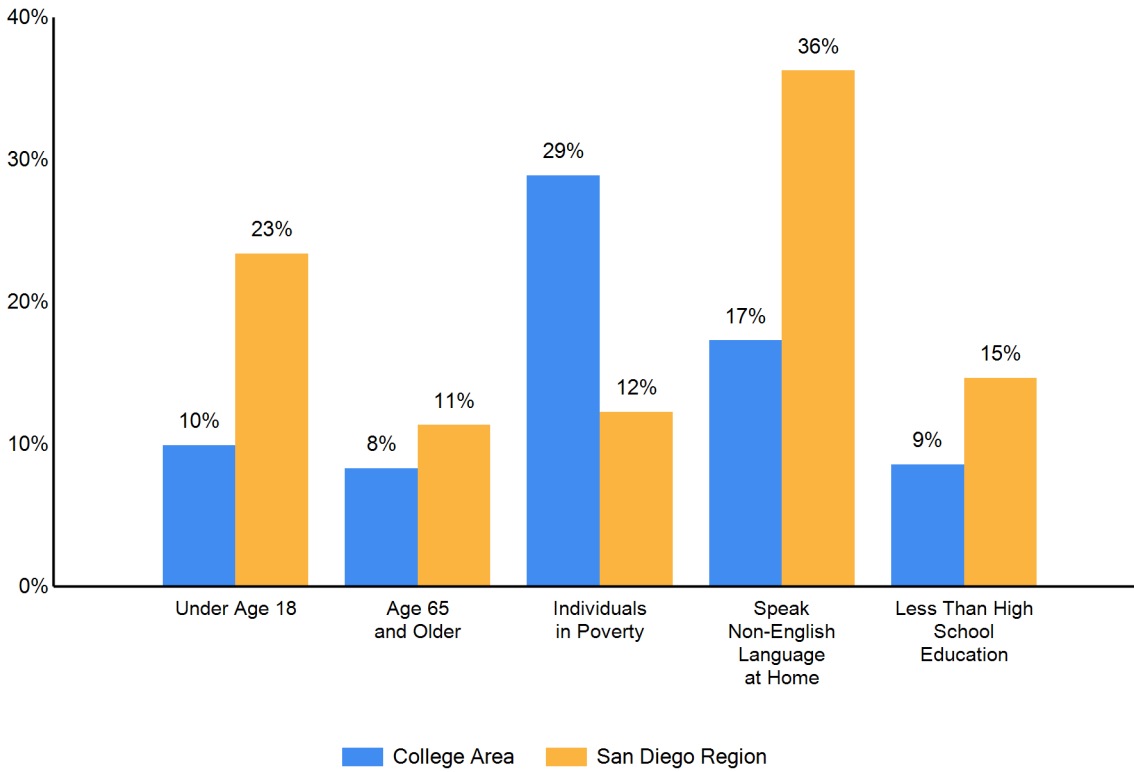
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	3,077	1,354	1,723	2,854	1,233	1,621	223	121	102
Married couple family	2,198	959	1,239	2,120	908	1,212	78	51	27
Male householder, no wife present	262	115	147	199	72	127	63	43	20
Female householder, no husband present	617	280	337	535	253	282	82	27	55

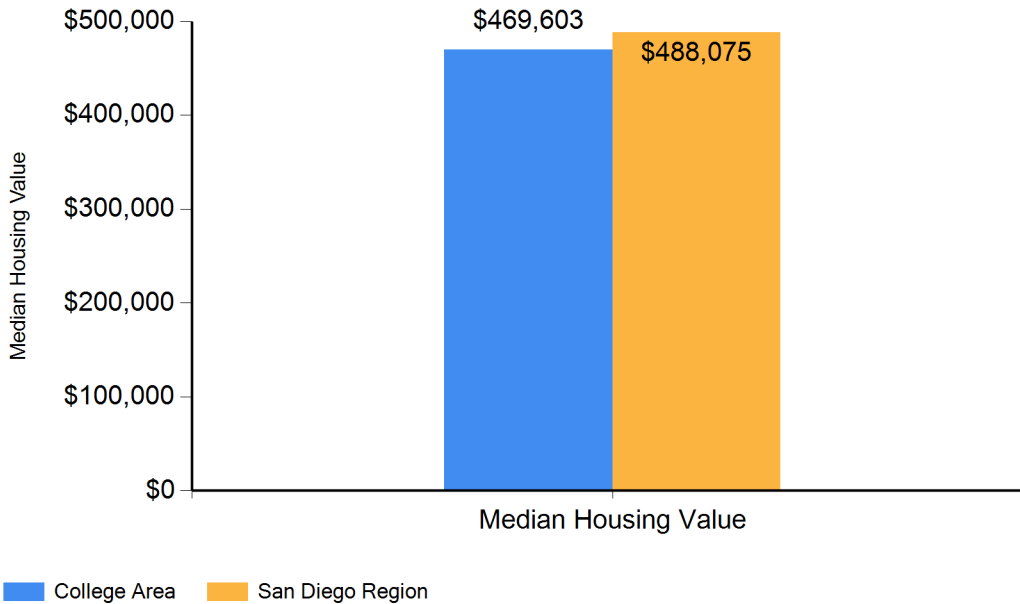
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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