



Demographic and Socioeconomic Profile 2010

CPA: Mission Valley

Population by Race

	Population	Percent
Total Population	18,849	100%
White	11,420	61%
Hispanic	3,317	18%
Asian	2,058	11%
Black	1,096	6%
Two or More	744	4%
Pacific Islander	99	1%
American Indian	59	<1%
Other	56	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	18,849	9,679	9,170	49%
Under 5	864	465	399	46%
5 to 9	434	207	227	52%
10 to 14	267	151	116	43%
15 to 17	250	135	115	46%
18 and 19	358	203	155	43%
20 to 24	2,973	1,339	1,634	55%
25 to 29	3,545	1,825	1,720	49%
30 to 34	2,479	1,411	1,068	43%
35 to 39	1,460	813	647	44%
40 to 44	1,086	606	480	44%
45 to 49	1,024	573	451	44%
50 to 54	967	479	488	50%
55 to 59	854	458	396	46%
60 and 61	245	120	125	51%
62 to 64	373	170	203	54%
65 to 69	477	255	222	47%
70 to 74	324	123	201	62%
75 to 79	278	125	153	55%
80 to 84	241	107	134	56%
85 and Older	350	114	236	67%
Under 18	1,815	958	857	47%
65 and older	1,670	724	946	57%
Median	31.5	31.8	31.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	17,284	100%
Never Married	8,993	52%
Married, excluding separated	5,377	31%
Separated	243	1%
Widowed	463	3%
Divorced	2,208	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	18,849	100%
Household	18,525	98%
Group Quarters - Other	324	2%
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.	18,849	3,317	11,420	1,096	59	2,058	99	56	744
Under 5	864	232	385	61	1	83	5	4	93
5 to 9	434	148	135	42	4	62	4	3	36
10 to 14	267	91	98	25	2	24	2	1	24
15 to 17	250	67	117	25	0	20	2	1	18
18 and 19	358	72	206	17	2	35	5	0	21
20 to 24	2,973	539	1,856	139	6	260	21	2	150
25 to 29	3,545	655	2,070	197	7	451	16	11	138
30 to 34	2,479	437	1,377	136	11	395	16	12	95
35 to 39	1,460	278	798	107	9	201	8	15	44
40 to 44	1,086	213	637	76	3	117	3	5	32
45 to 49	1,024	157	635	88	5	103	5	1	30
50 to 54	967	127	653	76	1	82	3	0	25
55 to 59	854	84	619	54	0	82	5	0	10
60 and 61	245	28	169	13	1	29	0	0	5
62 to 64	373	43	285	9	2	27	2	0	5
65 to 69	477	50	385	9	4	24	0	0	5
70 to 74	324	34	251	10	0	22	0	1	6
75 to 79	278	30	226	5	0	14	1	0	2
80 to 84	241	22	194	5	0	18	0	0	2
85 and Older	350	10	324	2	1	9	1	0	3
Under 18	1,815	538	735	153	7	189	13	9	171
65 and older	1,670	146	1,380	31	5	87	2	1	18
Median		28.9	33.1	31.5	33.4	31.2	28.3	32.5	26.1

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	17,985	100%
Speak Only English	14,090	78%
Speak Spanish:	1,711	10%
Speak English "well" or "very well"	1,598	9%
Speak English "not well" or "not at all"	113	1%
Speak Asian/Pacific Island language:	1,164	6%
Speak English "well" or "very well"	1,023	6%
Speak English "not well" or "not at all"	141	1%
Speak other language:	1,020	6%
Speak English "well" or "very well"	990	6%
Speak English "not well" or "not at all"	30	<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	13,703	100%
Less than 9th grade	193	1%
9th through 12th grade, no diploma	222	2%
High school grad (incl. equivalency)	1,322	10%
Some college, no degree	3,178	23%
Associate degree	1,091	8%
Bachelor's degree	5,510	40%
Master's degree	1,288	9%
Professional school degree	702	5%
Doctorate degree	197	1%

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	18,233	100%	---	---	---	---
Enrolled in school	4,309	24%	2,863	16%	1,446	8%
Nursery / Preschool	141	3%	53	2%	88	6%
Kindergarten to grade 4	173	4%	140	5%	33	2%
Grade 5 to grade 8	225	5%	188	7%	37	3%
Grade 9 to grade 12	221	5%	190	7%	31	2%
College, undergraduate	2,824	66%	1,984	69%	840	58%
Graduate or Professional school	725	17%	308	11%	417	29%
Not enrolled in school	13,924	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	10,079	100%	857	100%	9,222	100%
Family Households:	3,069	30%	811	95%	2,258	24%
Married couple family	2,469	24%	564	66%	1,905	21%
Other family:	600	6%	247	29%	353	4%
Male householder, no wife	233	2%	101	12%	132	1%
Female householder, no husband	367	4%	146	17%	221	2%
Nonfamily households:	7,010	70%	46	5%	6,964	76%
Householder living alone	4,664	46%	----	----	----	----
Other nonfamily households	2,346	23%	----	----	----	----

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	11,233	100%	10079	1,154	10%	1.84
Single family (detached)	139	1%	138	1	1%	2.30
Single family (attached)	933	8%	721	212	23%	2.17
2 to 4 units	590	5%	556	34	6%	1.88
5 to 9 units	928	8%	857	71	8%	1.84
10 or more units	8,643	77%	7,807	836	10%	1.80
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	3,723	100%
Less than \$150,000	267	7%
\$150,000 to \$199,999	411	11%
\$200,000 to \$249,999	413	11%
\$250,000 to \$299,999	281	8%
\$300,000 to \$399,999	956	26%
\$400,000 to \$499,999	730	20%
\$500,000 to \$749,999	624	17%
\$750,000 to \$999,999	26	1%
\$1,000,000 or more	15	<1%

Median Value **\$351,472**

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	11,233	100%
2005 or Later	672	6%
2000 to 2004	2,454	22%
1990 to 1999	2,092	19%
1980 to 1989	2,208	20%
1970 to 1979	2,740	24%
1960 to 1969	567	5%
1950 to 1959	494	4%
1940 to 1949	0	0%
1939 or earlier	6	<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	10,079	100%	6,356	100%	3,723	100%
1.00 occupant housing per room or less	9,992	99%	6,289	99%	3,703	99%
1.01 to 1.50 occupants per room	31	<1%	12	<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	6,356	100%
Less than \$500	33	1%
\$500 to \$599	33	1%
\$600 to \$699	94	1%
\$700 to \$799	118	2%
\$800 to \$899	102	2%
\$900 to \$999	287	5%
\$1,000 to \$1,249	989	16%
\$1,250 to \$1,499	1,274	20%
\$1,500 to \$1,999	2,713	43%
\$2,000 or more	590	9%
No cash rent	123	2%
Median contract rent	\$1,545	

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	6,356	100%
Less than 20 percent	1,496	24%
20.0 to 24.9 percent	1,095	17%
25.0 to 29.9 percent	503	8%
30.0 to 34.9 percent	755	12%
35.0 to 39.9 percent	433	7%
40.0 to 49.9 percent	537	8%
50.0 percent or more	1,284	20%
Not computed	253	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	10,079	100%
No vehicle	296	3%
1 vehicle	4,920	49%
2 vehicles	4,166	41%
3 vehicles	628	6%
4 or more vehicles	69	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	13,024	100%
Worked in state of residence	12,911	99%
Worked in county of residence	12,688	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	17,205	100%	8,811	51%	8,394	49%
In labor force	13,772	80%	7,489	54%	6,283	46%
Armed forces	1,083	8%	786	73%	297	27%
Civilian (employed)	11,766	85%	6,097	52%	5,669	48%
Civilian (unemployed)	923	7%	606	66%	317	34%
Not in labor force	3,433	20%	1,322	39%	2,111	61%
Pct. of civilian labor force unemployed	7.3%		9.0%		5.3%	

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	13,024	100%
Car, truck or van:	11,547	89%
Drove Alone	10,767	83%
Carpooled	780	6%
Public Transportation:	384	3%
Bus	311	2%
Trolley / Streetcar	73	1%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	45	<1%
Bicycle	20	<1%
Walked	237	2%
Other means	77	1%
Worked at home	714	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	13,024	100%
Did not work at home	12,310	95%
Less than 10 minutes	1,840	14%
10 to 19 minutes	5,280	41%
20 to 29 minutes	2,942	23%
30 to 44 minutes	1,749	13%
45 to 59 minutes	325	2%
60 to 89 minutes	66	1%
90 minutes or more	108	1%
Worked at home	714	5%
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+	12,154	100%
Agriculture, forestry, mining	0	0%
Utilities	28	<1%
Construction	478	4%
Manufacturing	739	6%
Wholesale trade	197	2%
Retail trade	1,113	9%
Transportation & warehousing	230	2%
Information & communications	362	3%
Finance, insurance, & real estate	1,214	10%
Professional, scientific, management, administration	697	6%
Educational, social, & health services	2,757	23%
Art, entertainment, recreation, accommodations, food	1,742	14%
Other services	513	4%
Public administration	2,084	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+	12,154	100%
Management, professional & related:	6,092	50%
Management (incl. farm managers)	1,195	10%
Business & financial	1,091	9%
Computer & mathematical	849	7%
Architecture & engineering	343	3%
Life, physical & social science	75	1%
Community & social service	304	3%
Legal	364	3%
Education, training, & library	666	5%
Art, entertainment, sports & media	267	2%
Healthcare practitioners	938	8%
Service:	2,130	18%
Healthcare support	163	1%
Protective service	295	2%
Food preparation & serving	936	8%
Building & grounds cleaning / maintenance	150	1%
Personal care & service	586	5%
Sales & office	2,807	23%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	664	5%
Production, transport & material moving	461	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	10,079	100%
Less than \$15,000	709	7%
\$15,000 to \$29,999	1,125	11%
\$30,000 to \$44,999	1,220	12%
\$45,000 to \$59,999	1,540	15%
\$60,000 to \$74,999	1,359	13%
\$75,000 to \$99,999	1,594	16%
\$100,000 to \$124,999	1,018	10%
\$125,000 to \$149,999	810	8%
\$150,000 to \$199,999	390	4%
\$200,000 or more	314	3%
Median Income	\$64,917	--

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	10,079	100%
With earnings	9,189	91%
With wage and salary income	8,619	86%
With self-employment income	1,391	14%
With interest, dividend, or net rental income	2,346	23%
With Social Security income	1,070	11%
With Supplemental Security income	139	1%
With public assistance income	67	1%
With retirement income	1,033	10%
With other types of income	1,089	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	18,747	100%
Under .50	1,432	8%
.50 to .99	957	5%
1.00 to 1.24	341	2%
1.25 to 1.49	582	3%
1.50 to 1.84	516	3%
1.85 to 1.99	453	2%
2.00 and over	14,466	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	18,747	100%
Above Poverty	16,358	87%
Below Poverty	2,389	13%

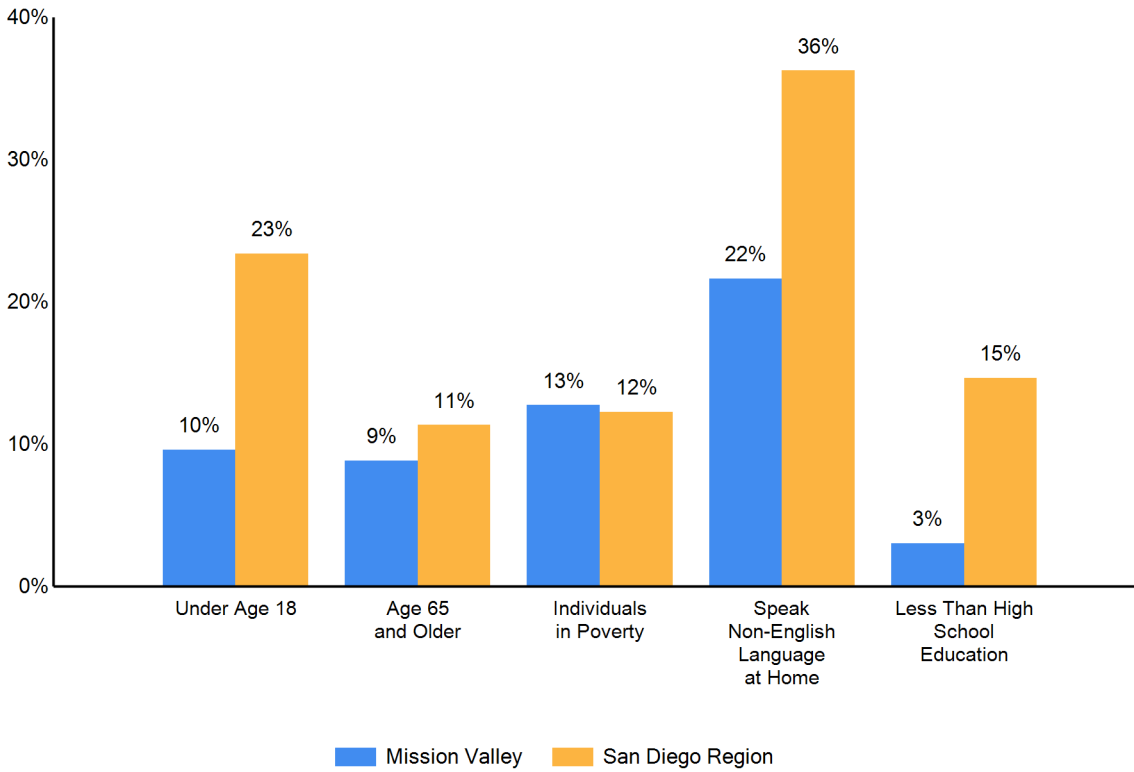
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	3,069	811	2,258	2,962	746	2,216	107	65	42
Married couple family	2,469	564	1,905	2,406	529	1,877	63	35	28
Male householder, no wife present	233	101	132	220	88	132	13	13	0
Female householder, no husband present	367	146	221	336	129	207	31	17	14

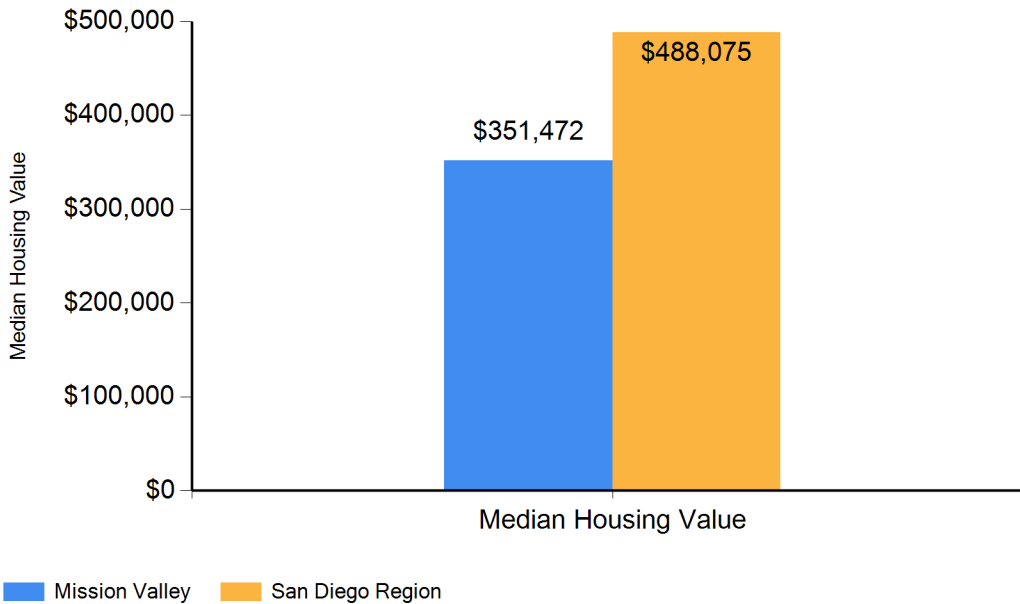
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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