



Demographic and Socioeconomic Profile 2010

CPA: Normal Heights

Population by Race

	Population	Percent
Total Population	15,747	100%
White	6,978	44%
Hispanic	5,744	36%
Black	1,644	10%
Asian	719	5%
Two or More	487	3%
American Indian	71	<1%
Pacific Islander	66	<1%
Other	38	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	15,747	7,853	7,894	50%
Under 5	979	513	466	48%
5 to 9	673	350	323	48%
10 to 14	737	394	343	47%
15 to 17	441	234	207	47%
18 and 19	287	134	153	53%
20 to 24	1,249	572	677	54%
25 to 29	1,960	929	1,031	53%
30 to 34	1,836	898	938	51%
35 to 39	1,535	832	703	46%
40 to 44	1,267	690	577	46%
45 to 49	1,175	619	556	47%
50 to 54	1,035	539	496	48%
55 to 59	929	455	474	51%
60 and 61	289	148	141	49%
62 to 64	378	157	221	58%
65 to 69	342	154	188	55%
70 to 74	211	85	126	60%
75 to 79	170	57	113	66%
80 to 84	121	46	75	62%
85 and Older	133	47	86	65%
Under 18	2,830	1,491	1,339	47%
65 and older	977	389	588	60%
Median	34.2	34.5	34.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	13,358	100%
Never Married	6,344	47%
Married, excluding separated	4,095	31%
Separated	412	3%
Widowed	363	3%
Divorced	2,144	16%

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	15,747	100%
Household	15,733	100%
Group Quarters - Other	14	<1%
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.	15,747	5,744	6,978	1,644	71	719	66	38	487
Under 5	979	571	203	104	4	31	2	4	60
5 to 9	673	423	123	72	3	15	3	1	33
10 to 14	737	485	127	70	0	17	4	0	34
15 to 17	441	280	81	47	3	15	2	2	11
18 and 19	287	173	55	32	2	13	1	3	8
20 to 24	1,249	573	387	155	6	68	5	5	50
25 to 29	1,960	678	890	172	5	116	4	5	90
30 to 34	1,836	552	947	148	5	109	9	6	60
35 to 39	1,535	531	694	161	4	92	10	0	43
40 to 44	1,267	409	591	162	6	54	8	4	33
45 to 49	1,175	355	604	144	7	38	7	2	18
50 to 54	1,035	231	613	130	6	25	2	2	26
55 to 59	929	162	597	110	9	36	2	1	12
60 and 61	289	54	182	32	1	17	1	0	2
62 to 64	378	70	245	40	3	12	2	1	5
65 to 69	342	57	225	27	3	29	0	0	1
70 to 74	211	46	129	22	1	11	1	0	1
75 to 79	170	42	111	8	1	5	2	1	0
80 to 84	121	25	80	6	1	9	0	0	0
85 and Older	133	27	94	2	1	7	1	1	0
Under 18	2,830	1,759	534	293	10	78	11	7	138
65 and older	977	197	639	65	7	61	4	2	2
Median		27.7	39.9	35.7	42.9	33.9	36.5	29.0	27.6

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	14,768	100%
Speak Only English	10,553	71%
Speak Spanish:	3,194	22%
Speak English "well" or "very well"	2,460	17%
Speak English "not well" or "not at all"	734	5%
Speak Asian/Pacific Island language:	386	3%
Speak English "well" or "very well"	375	3%
Speak English "not well" or "not at all"	11	<1%
Speak other language:	635	4%
Speak English "well" or "very well"	548	4%
Speak English "not well" or "not at all"	87	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	11,381	100%
Less than 9th grade	468	4%
9th through 12th grade, no diploma	705	6%
High school grad (incl. equivalency)	2,696	24%
Some college, no degree	2,745	24%
Associate degree	1,069	9%
Bachelor's degree	2,298	20%
Master's degree	1,026	9%
Professional school degree	193	2%
Doctorate degree	181	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	15,139	100%	---	---	---	---
Enrolled in school	3,397	22%	2,869	19%	528	3%
Nursery / Preschool	85	3%	70	2%	15	3%
Kindergarten to grade 4	574	17%	550	19%	24	5%
Grade 5 to grade 8	483	14%	443	15%	40	8%
Grade 9 to grade 12	638	19%	590	21%	48	9%
College, undergraduate	1,203	35%	981	34%	222	42%
Graduate or Professional school	414	12%	235	8%	179	34%
Not enrolled in school	11,742	78%	---	---	---	---

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	7,390	100%	1,369	100%	6,021	100%
Family Households:	2,804	38%	1,362	99%	1,442	24%
Married couple family	1,665	23%	617	45%	1,048	17%
Other family:	1,139	15%	745	54%	394	7%
Male householder, no wife	401	5%	262	19%	139	2%
Female householder, no husband	738	10%	483	35%	255	4%
Nonfamily households:	4,586	62%	7	1%	4,579	76%
Householder living alone	3,429	46%	----	----	----	----
Other nonfamily households	1,157	16%	----	----	----	----

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	7,847	100%	7,390	457	6%	2.13
Single family (detached)	1,837	23%	1,736	101	5%	2.17
Single family (attached)	1,805	23%	1,707	98	5%	2.25
2 to 4 units	749	10%	709	40	5%	2.04
5 to 9 units	1,878	24%	1,756	122	6%	2.06
10 or more units	1,578	20%	1,482	96	6%	2.08
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	2,305	100%
Less than \$150,000	102	4%
\$150,000 to \$199,999	60	3%
\$200,000 to \$249,999	353	15%
\$250,000 to \$299,999	45	2%
\$300,000 to \$399,999	496	22%
\$400,000 to \$499,999	536	23%
\$500,000 to \$749,999	577	25%
\$750,000 to \$999,999	117	5%
\$1,000,000 or more	19	1%

Median Value **\$418,309**

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	7,847	100%
2005 or Later	60	1%
2000 to 2004	48	1%
1990 to 1999	170	2%
1980 to 1989	1,399	18%
1970 to 1979	1,398	18%
1960 to 1969	850	11%
1950 to 1959	976	12%
1940 to 1949	805	10%
1939 or earlier	2,141	27%

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	7,390	100%	5,085	100%	2,305	100%
1.00 occupant housing per room or less	7,124	96%	4,819	95%	2,305	100%
1.01 to 1.50 occupants per room	181	2%	181	4%	0	0%
1.51 to 2.00 occupants per room	55	1%	55	1%	0	0%
2.01 or more occupants per room	30	<1%	30	1%	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	5,085	100%
Less than \$500	109	2%
\$500 to \$599	266	5%
\$600 to \$699	346	7%
\$700 to \$799	946	19%
\$800 to \$899	1,204	24%
\$900 to \$999	645	13%
\$1,000 to \$1,249	967	19%
\$1,250 to \$1,499	395	8%
\$1,500 to \$1,999	119	2%
\$2,000 or more	49	1%
No cash rent	39	1%
Median contract rent	\$872	

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	5,085	100%
Less than 20 percent	1,156	23%
20.0 to 24.9 percent	639	13%
25.0 to 29.9 percent	707	14%
30.0 to 34.9 percent	520	10%
35.0 to 39.9 percent	223	4%
40.0 to 49.9 percent	338	7%
50.0 percent or more	1,356	27%
Not computed	146	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	7,390	100%
No vehicle	675	9%
1 vehicle	3,793	51%
2 vehicles	2,382	32%
3 vehicles	455	6%
4 or more vehicles	85	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	10,164	100%
Worked in state of residence	10,135	100%
Worked in county of residence	9,962	98%
Worked outside county of residence	173	2%
Worked outside state of residence	29	<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	13,225	100%	6,532	49%	6,693	51%
In labor force	10,334	78%	5,273	51%	5,061	49%
Armed forces	76	1%	65	86%	11	14%
Civilian (employed)	9,460	92%	4,758	50%	4,702	50%
Civilian (unemployed)	798	8%	450	56%	348	44%
Not in labor force	2,891	22%	1,259	44%	1,632	56%
Pct. of civilian labor force unemployed	7.8%		8.6%		6.9%	

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
Total Workers	10,164	100%
Car, truck or van:	8,826	87%
Drove Alone	8,005	79%
Carpooled	821	8%
Public Transportation:	480	5%
Bus	480	5%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	101	1%
Bicycle	97	1%
Walked	241	2%
Other means	0	0%
Worked at home	419	4%

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	10,164	100%
Did not work at home	9,745	96%
Less than 10 minutes	629	6%
10 to 19 minutes	4,034	40%
20 to 29 minutes	2,421	24%
30 to 44 minutes	1,916	19%
45 to 59 minutes	457	4%
60 to 89 minutes	153	2%
90 minutes or more	135	1%
Worked at home	419	4%
Average time to work (minutes)	26	--

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+	10,040	100%
Agriculture, forestry, mining	59	1%
Utilities	68	1%
Construction	376	4%
Manufacturing	760	8%
Wholesale trade	289	3%
Retail trade	1,440	14%
Transportation & warehousing	397	4%
Information & communications	225	2%
Finance, insurance, & real estate	435	4%
Professional, scientific, management, administration	526	5%
Educational, social, & health services	1,884	19%
Art, entertainment, recreation, accommodations, food	1,470	15%
Other services	659	7%
Public administration	1,452	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+	10,040	100%
Management, professional & related:	4,135	41%
Management (incl. farm managers)	861	9%
Business & financial	822	8%
Computer & mathematical	275	3%
Architecture & engineering	254	3%
Life, physical & social science	146	1%
Community & social service	147	1%
Legal	267	3%
Education, training, & library	567	6%
Art, entertainment, sports & media	287	3%
Healthcare practitioners	509	5%
Service:	2,209	22%
Healthcare support	181	2%
Protective service	286	3%
Food preparation & serving	802	8%
Building & grounds cleaning / maintenance	326	3%
Personal care & service	614	6%
Sales & office	2,517	25%
Farming, fishing & forestry	37	<1%
Construction, extraction & maintenance	622	6%
Production, transport & material moving	520	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	7,390	100%
Less than \$15,000	1,072	15%
\$15,000 to \$29,999	1,103	15%
\$30,000 to \$44,999	1,393	19%
\$45,000 to \$59,999	1,255	17%
\$60,000 to \$74,999	761	10%
\$75,000 to \$99,999	816	11%
\$100,000 to \$124,999	479	6%
\$125,000 to \$149,999	199	3%
\$150,000 to \$199,999	168	2%
\$200,000 or more	144	2%
Median Income	\$46,518	--

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	7,390	100%
With earnings	6,479	88%
With wage and salary income	6,049	82%
With self-employment income	997	13%
With interest, dividend, or net rental income	1,372	19%
With Social Security income	899	12%
With Supplemental Security income	297	4%
With public assistance income	191	3%
With retirement income	629	9%
With other types of income	1,178	16%

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	15,747	100%
Under .50	1,627	10%
.50 to .99	1,490	9%
1.00 to 1.24	972	6%
1.25 to 1.49	508	3%
1.50 to 1.84	1,117	7%
1.85 to 1.99	325	2%
2.00 and over	9,708	62%

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	15,747	100%
Above Poverty	12,630	80%
Below Poverty	3,117	20%

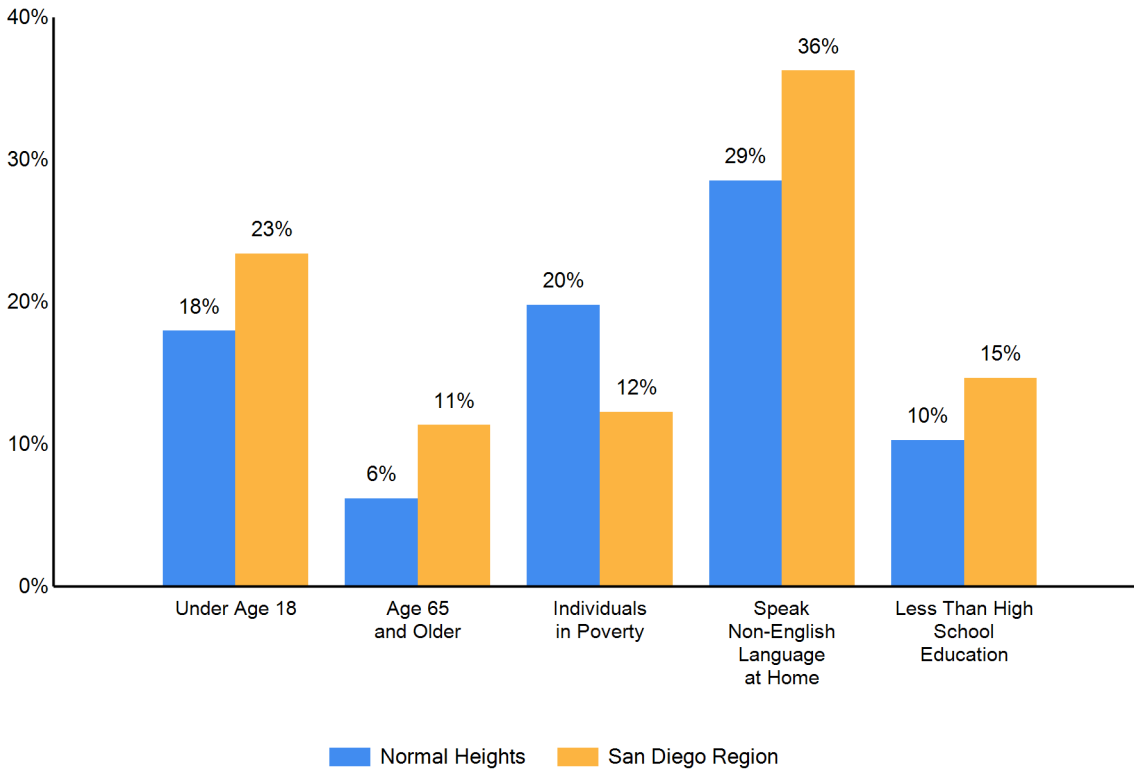
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	2,804	1,362	1,442	2,285	884	1,401	519	478	41
Married couple family	1,665	617	1,048	1,516	468	1,048	149	149	0
Male householder, no wife present	401	262	139	296	167	129	105	95	10
Female householder, no husband present	738	483	255	473	249	224	265	234	31

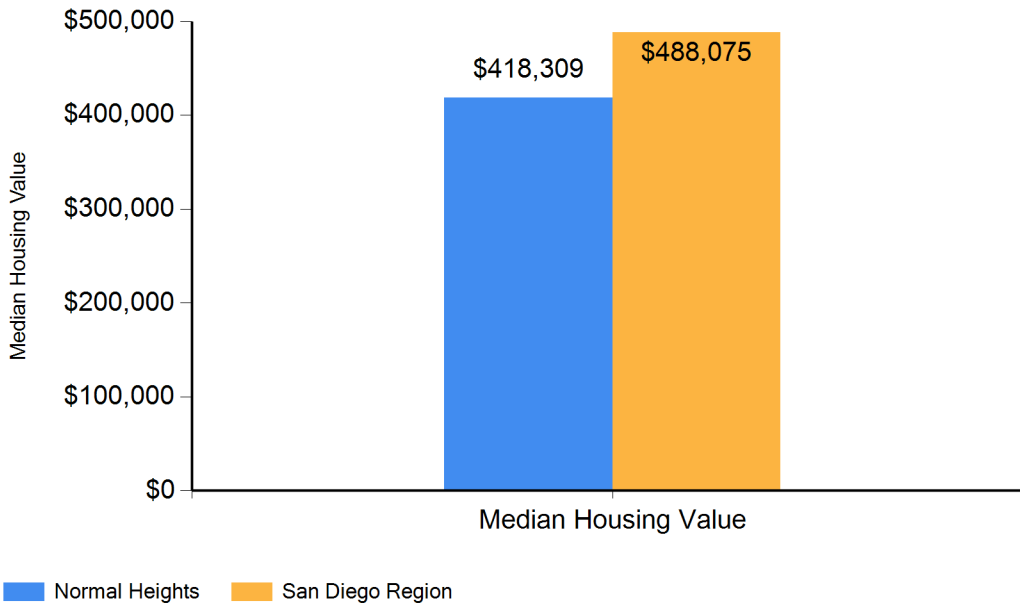
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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