



## Demographic and Socioeconomic Profile 2010

CPA: Pacific Beach

### Population by Race

	Population	Percent
<b>Total Population</b>	<b>40,302</b>	<b>100%</b>
White	31,855	79%
Hispanic	5,117	13%
Asian	1,361	3%
Two or More	1,094	3%
Black	524	1%
Other	160	<1%
American Indian	106	<1%
Pacific Islander	85	<1%

Source: SANDAG, Current Estimates (2010)

### Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>40,302</b>	<b>21,545</b>	<b>18,757</b>	<b>47%</b>
Under 5	1,362	684	678	50%
5 to 9	1,064	558	506	48%
10 to 14	918	462	456	50%
15 to 17	490	261	229	47%
18 and 19	419	216	203	48%
20 to 24	6,254	2,974	3,280	52%
25 to 29	8,742	4,818	3,924	45%
30 to 34	5,184	3,083	2,101	41%
35 to 39	3,101	1,875	1,226	40%
40 to 44	2,195	1,278	917	42%
45 to 49	1,891	1,115	776	41%
50 to 54	1,782	975	807	45%
55 to 59	1,495	790	705	47%
60 and 61	624	326	298	48%
62 to 64	852	426	426	50%
65 to 69	1,056	529	527	50%
70 to 74	790	364	426	54%
75 to 79	652	296	356	55%
80 to 84	669	269	400	60%
85 and Older	762	246	516	68%
Under 18	3,834	1,965	1,869	49%
65 and older	3,929	1,704	2,225	57%
<b>Median</b>	<b>30.9</b>	<b>31.3</b>	<b>30.2</b>	

Source: SANDAG, Current Estimates (2010)

## Population by Marital Status

	Number	Percent
<b>Total population age 15 and over</b>	<b>36,958</b>	<b>100%</b>
Never Married	21,044	57%
Married, excluding separated	10,441	28%
Separated	430	1%
Widowed	1,363	4%
Divorced	3,680	10%

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
<b>Total population</b>	<b>40,302</b>	<b>100%</b>
Household	39,788	99%
Group Quarters - Other	514	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
<b>Total Pop.</b>	<b>40,302</b>	<b>5,117</b>	<b>31,855</b>	<b>524</b>	<b>106</b>	<b>1,361</b>	<b>85</b>	<b>160</b>	<b>1,094</b>
Under 5	1,362	289	931	27	1	17	0	7	90
5 to 9	1,064	256	696	15	5	17	1	6	68
10 to 14	918	278	546	14	2	19	2	5	52
15 to 17	490	139	296	16	1	12	0	1	25
18 and 19	419	106	272	9	0	6	2	3	21
20 to 24	6,254	723	4,978	58	16	240	17	24	198
25 to 29	8,742	972	7,010	102	22	308	16	38	274
30 to 34	5,184	640	4,055	72	16	231	13	33	124
35 to 39	3,101	441	2,351	61	8	139	7	16	78
40 to 44	2,195	340	1,633	51	6	104	10	6	45
45 to 49	1,891	261	1,481	26	7	64	7	2	43
50 to 54	1,782	213	1,451	23	7	61	2	8	17
55 to 59	1,495	131	1,293	14	5	34	1	3	14
60 and 61	624	45	549	10	2	12	1	2	3
62 to 64	852	60	756	5	2	20	1	2	6
65 to 69	1,056	70	938	11	2	22	1	1	11
70 to 74	790	58	694	3	1	18	3	2	11
75 to 79	652	30	598	3	3	10	0	0	8
80 to 84	669	31	621	2	0	12	1	1	1
85 and Older	762	34	706	2	0	15	0	0	5
Under 18	3,834	962	2,469	72	9	65	3	19	235
65 and older	3,929	223	3,557	21	6	77	5	4	36
<b>Median</b>		<b>28.9</b>	<b>31.5</b>	<b>31.5</b>	<b>31.9</b>	<b>31.3</b>	<b>31.7</b>	<b>29.5</b>	<b>26.7</b>

Source: SANDAG, Current Estimates (2010)

## Language Spoken at Home and Ability to Speak English

	Number	Percent
<b>Total population age 5 and over</b>	<b>38,940</b>	<b>100%</b>
Speak Only English	33,921	87%
Speak Spanish:	2,346	6%
Speak English "well" or "very well"	2,112	5%
Speak English "not well" or "not at all"	234	1%
Speak Asian/Pacific Island language:	674	2%
Speak English "well" or "very well"	569	1%
Speak English "not well" or "not at all"	105	<1%
Speak other language:	1,999	5%
Speak English "well" or "very well"	1,910	5%
Speak English "not well" or "not at all"	89	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

## Educational Attainment

	Number	Percent
<b>Total population age 25 and older</b>	<b>29,795</b>	<b>100%</b>
Less than 9th grade	410	1%
9th through 12th grade, no diploma	640	2%
High school grad (incl. equivalency)	3,487	12%
Some college, no degree	4,706	16%
Associate degree	2,258	8%
Bachelor's degree	12,311	41%
Master's degree	3,698	12%
Professional school degree	1,363	5%
Doctorate degree	922	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
<b>Total population age 3 and older</b>	<b>39,423</b>	<b>100%</b>	---	---	---	---
Enrolled in school	8,635	22%	6,086	15%	2,549	6%
Nursery / Preschool	486	6%	234	4%	252	10%
Kindergarten to grade 4	731	8%	638	10%	93	4%
Grade 5 to grade 8	484	6%	322	5%	162	6%
Grade 9 to grade 12	537	6%	493	8%	44	2%
College, undergraduate	4,567	53%	3,527	58%	1,040	41%
Graduate or Professional school	1,830	21%	872	14%	958	38%
Not enrolled in school	30,788	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
<b>Total households</b>	<b>20,633</b>	<b>100%</b>	<b>2,083</b>	<b>100%</b>	<b>18,550</b>	<b>100%</b>
Family Households:	6,268	30%	2,083	100%	4,185	23%
Married couple family	4,831	23%	1,484	71%	3,347	18%
Other family:	1,437	7%	599	29%	838	5%
Male householder, no wife	310	2%	83	4%	227	1%
Female householder, no husband	1,127	5%	516	25%	611	3%
Nonfamily households:	14,365	70%	0	0%	14,365	77%
Householder living alone	9,075	44%	----	----	----	----
Other nonfamily households	5,290	26%	----	----	----	----

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
<b>Total Housing Units</b>	<b>22,008</b>	<b>100%</b>	<b>20633</b>	<b>1,375</b>	<b>6%</b>	<b>1.93</b>
Single family (detached)	4,988	23%	4,803	185	4%	2.23
Single family (attached)	3,440	16%	3,269	171	5%	2.10
2 to 4 units	3,995	18%	3,713	282	7%	1.89
5 to 9 units	3,077	14%	2,863	214	7%	1.76
10 or more units	6,508	30%	5,985	523	8%	1.70
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
<b>Total Owner-Occupied Units</b>	<b>6,074</b>	<b>100%</b>
Less than \$150,000	143	2%
\$150,000 to \$199,999	92	2%
\$200,000 to \$249,999	191	3%
\$250,000 to \$299,999	236	4%
\$300,000 to \$399,999	440	7%
\$400,000 to \$499,999	460	8%
\$500,000 to \$749,999	1,594	26%
\$750,000 to \$999,999	1,672	28%
\$1,000,000 or more	1,246	21%

**Median Value**                      **\$731,975**

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

## Year Structure Built

	Number	Percent
<b>Total Housing units</b>	<b>22,008</b>	<b>100%</b>
2005 or Later	233	1%
2000 to 2004	386	2%
1990 to 1999	985	4%
1980 to 1989	2,276	10%
1970 to 1979	6,886	31%
1960 to 1969	4,541	21%
1950 to 1959	4,050	18%
1940 to 1949	1,758	8%
1939 or earlier	893	4%

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
<b>Total occupied housing units</b>	<b>20,633</b>	<b>100%</b>	<b>14,559</b>	<b>100%</b>	<b>6,074</b>	<b>100%</b>
1.00 occupant housing per room or less	20,524	99%	14,460	99%	6,064	100%
1.01 to 1.50 occupants per room	43	<1%	33	<1%	10	<1%
1.51 to 2.00 occupants per room	66	<1%	66	<1%	0	0%
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
<b>Total Units</b>	<b>14,559</b>	<b>100%</b>
Less than \$500	354	2%
\$500 to \$599	58	<1%
\$600 to \$699	303	2%
\$700 to \$799	328	2%
\$800 to \$899	1,209	8%
\$900 to \$999	1,735	12%
\$1,000 to \$1,249	3,323	23%
\$1,250 to \$1,499	2,594	18%
\$1,500 to \$1,999	2,834	19%
\$2,000 or more	1,555	11%
No cash rent	266	2%
<b>Median contract rent</b>	<b>\$1,247</b>	

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
<b>Total Units</b>	<b>14,559</b>	<b>100%</b>
Less than 20 percent	4,154	29%
20.0 to 24.9 percent	1,986	14%
25.0 to 29.9 percent	1,356	9%
30.0 to 34.9 percent	1,207	8%
35.0 to 39.9 percent	1,007	7%
40.0 to 49.9 percent	1,445	10%
50.0 percent or more	2,864	20%
Not computed	540	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
<b>Total Availability</b>	<b>20,633</b>	<b>100%</b>
No vehicle	1,249	6%
1 vehicle	8,944	43%
2 vehicles	7,931	38%
3 vehicles	1,820	9%
4 or more vehicles	689	3%

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
<b>Total Workers</b>	<b>26,913</b>	<b>100%</b>
Worked in state of residence	26,641	99%
Worked in county of residence	26,139	97%
Worked outside county of residence	502	2%
Worked outside state of residence	272	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		
<b>Population age 16 and older</b>	<b>35,373</b>	<b>100%</b>	<b>18,316</b>	<b>52%</b>	<b>17,057</b>	<b>48%</b>
In labor force	28,029	79%	15,199	54%	12,830	46%
Armed forces	884	3%	872	99%	12	1%
Civilian (employed)	24,731	88%	13,160	53%	11,571	47%
Civilian (unemployed)	2,414	9%	1,167	48%	1,247	52%
Not in labor force	7,344	21%	3,117	42%	4,227	58%
Pct. of civilian labor force unemployed	8.9%		8.1%		9.7%	

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
<b>Total Workers</b>	<b>26,913</b>	<b>100%</b>
Car, truck or van:	22,768	85%
Drove Alone	21,090	78%
Carpooled	1,678	6%
Public Transportation:	803	3%
Bus	729	3%
Trolley / Streetcar	25	<1%
Railroad	49	<1%
Other public transportation	0	0%
Motorcycle	161	1%
Bicycle	689	3%
Walked	717	3%
Other means	148	1%
Worked at home	1,627	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
<b>Total Workers</b>	<b>26,913</b>	<b>100%</b>
Did not work at home	25,286	94%
Less than 10 minutes	2,564	10%
10 to 19 minutes	8,608	32%
20 to 29 minutes	7,579	28%
30 to 44 minutes	4,885	18%
45 to 59 minutes	1,048	4%
60 to 89 minutes	298	1%
90 minutes or more	304	1%
Worked at home	1,627	6%
<b>Average time to work (minutes)</b>	<b>25</b>	<b>--</b>

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
<b>Total employed civilian age 16+</b>	<b>26,149</b>	<b>100%</b>
Agriculture, forestry, mining	34	<1%
Utilities	181	1%
Construction	1,207	5%
Manufacturing	2,092	8%
Wholesale trade	681	3%
Retail trade	2,017	8%
Transportation & warehousing	573	2%
Information & communications	558	2%
Finance, insurance, & real estate	2,994	11%
Professional, scientific, management, administration	1,128	4%
Educational, social, & health services	4,375	17%
Art, entertainment, recreation, accommodations, food	4,044	15%
Other services	1,220	5%
Public administration	5,045	19%

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
<b>Total employed civilian age 16+</b>	<b>26,149</b>	<b>100%</b>
Management, professional & related:	14,032	54%
Management (incl. farm managers)	3,145	12%
Business & financial	2,385	9%
Computer & mathematical	1,511	6%
Architecture & engineering	1,153	4%
Life, physical & social science	769	3%
Community & social service	349	1%
Legal	746	3%
Education, training, & library	1,559	6%
Art, entertainment, sports & media	913	3%
Healthcare practitioners	1,502	6%
Service:	3,993	15%
Healthcare support	295	1%
Protective service	446	2%
Food preparation & serving	2,014	8%
Building & grounds cleaning / maintenance	382	1%
Personal care & service	856	3%
Sales & office	6,118	23%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	1,039	4%
Production, transport & material moving	967	4%

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

## Household Income

	Number	Percent
<b>Total Households</b>	<b>20,633</b>	<b>100%</b>
Less than \$15,000	1,898	9%
\$15,000 to \$29,999	2,266	11%
\$30,000 to \$44,999	2,710	13%
\$45,000 to \$59,999	2,468	12%
\$60,000 to \$74,999	2,471	12%
\$75,000 to \$99,999	3,058	15%
\$100,000 to \$124,999	1,754	9%
\$125,000 to \$149,999	1,374	7%
\$150,000 to \$199,999	1,401	7%
\$200,000 or more	1,233	6%
<b>Median Income</b>	<b>\$65,916</b>	<b>--</b>

Source: SANDAG, Current Estimates (2010)

## Earnings and Income

	Number	Percent
<b>Total households</b>	<b>20,633</b>	<b>100%</b>
With earnings	17,877	87%
With wage and salary income	16,754	81%
With self-employment income	2,803	14%
With interest, dividend, or net rental income	5,732	28%
With Social Security income	2,920	14%
With Supplemental Security income	274	1%
With public assistance income	186	1%
With retirement income	2,204	11%
With other types of income	2,090	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
<b>Total</b>	<b>40,302</b>	<b>100%</b>
Under .50	3,002	7%
.50 to .99	2,216	5%
1.00 to 1.24	904	2%
1.25 to 1.49	988	2%
1.50 to 1.84	1,903	5%
1.85 to 1.99	863	2%
2.00 and over	30,426	75%

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
<b>Total</b>	<b>40,302</b>	<b>100%</b>
Above Poverty	35,084	87%
Below Poverty	5,218	13%

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

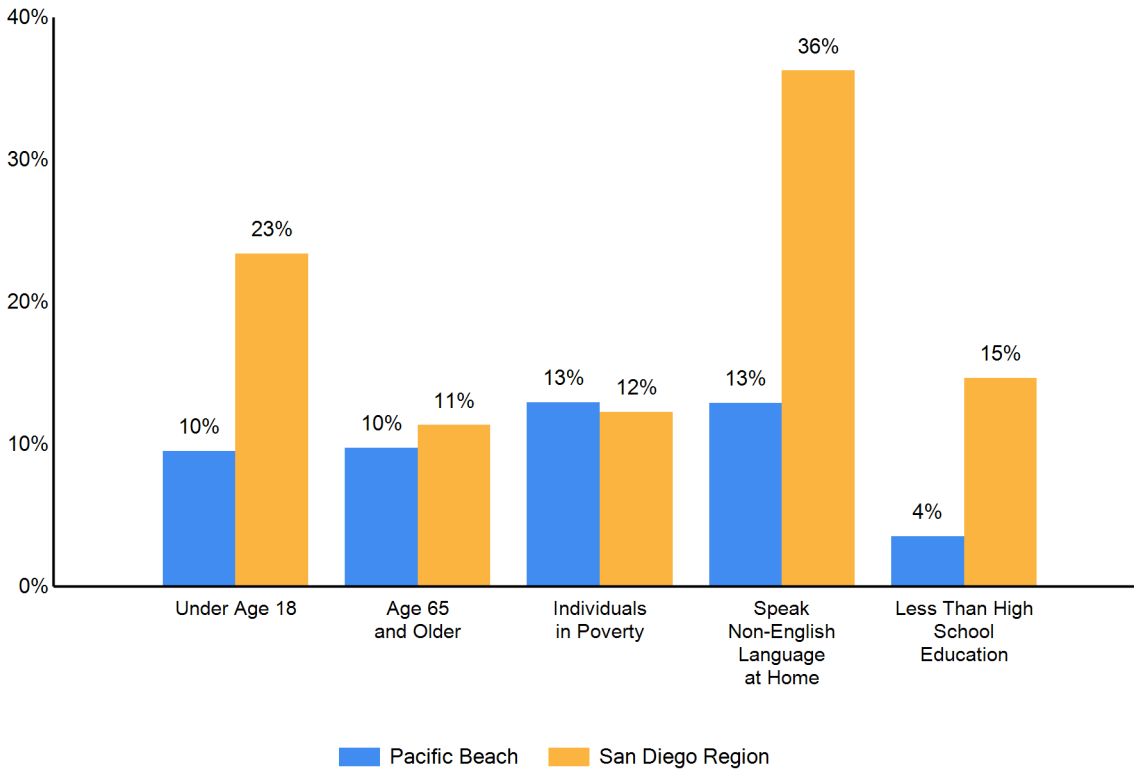
## Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
<b>Total Families</b>	<b>6,268</b>	<b>2,083</b>	<b>4,185</b>	<b>5,978</b>	<b>1,861</b>	<b>4,117</b>	<b>290</b>	<b>222</b>	<b>68</b>
Married couple family	4,831	1,484	3,347	4,810	1,474	3,336	21	10	11
Male householder, no wife present	310	83	227	310	83	227	0	0	0
Female householder, no husband present	1,127	516	611	858	304	554	269	212	57

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

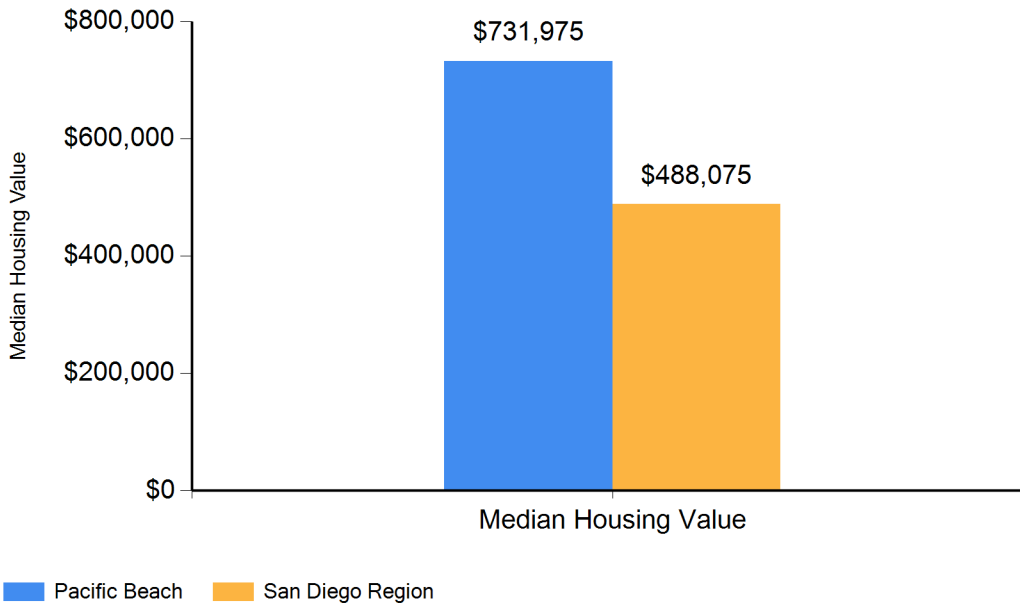


## Demographic and Socioeconomic Characteristics



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