



Demographic and Socioeconomic Profile 2010

CPA: Serra Mesa

Population by Race

	Population	Percent
Total Population	21,698	100%
White	11,011	51%
Hispanic	4,396	20%
Asian	2,889	13%
Black	1,894	9%
Two or More	1,155	5%
Pacific Islander	148	1%
American Indian	147	1%
Other	58	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	21,698	10,484	11,214	52%
Under 5	1,774	863	911	51%
5 to 9	1,357	713	644	47%
10 to 14	958	473	485	51%
15 to 17	768	437	331	43%
18 and 19	451	242	209	46%
20 to 24	2,211	1,066	1,145	52%
25 to 29	2,609	1,320	1,289	49%
30 to 34	2,108	1,108	1,000	47%
35 to 39	1,514	687	827	55%
40 to 44	1,385	719	666	48%
45 to 49	1,190	576	614	52%
50 to 54	1,170	537	633	54%
55 to 59	1,098	492	606	55%
60 and 61	296	124	172	58%
62 to 64	442	174	268	61%
65 to 69	564	298	266	47%
70 to 74	519	214	305	59%
75 to 79	455	193	262	58%
80 to 84	399	113	286	72%
85 and Older	430	135	295	69%
Under 18	4,857	2,486	2,371	49%
65 and older	2,367	953	1,414	60%
Median	31.7	30.6	33.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	17,609	100%
Never Married	6,069	34%
Married, excluding separated	8,286	47%
Separated	201	1%
Widowed	981	6%
Divorced	2,072	12%

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	21,698	100%
Household	20,753	96%
Group Quarters - Other	945	4%
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.	21,698	4,396	11,011	1,894	147	2,889	148	58	1,155
Under 5	1,774	528	652	196	10	185	6	2	195
5 to 9	1,357	412	436	127	18	176	17	5	166
10 to 14	958	277	316	135	5	107	7	5	106
15 to 17	768	253	246	133	7	59	14	4	52
18 and 19	451	120	179	54	8	55	5	3	27
20 to 24	2,211	485	1,071	194	11	279	17	4	150
25 to 29	2,609	536	1,322	254	18	315	17	8	139
30 to 34	2,108	444	1,017	188	10	336	14	7	92
35 to 39	1,514	343	644	137	12	303	10	7	58
40 to 44	1,385	237	742	107	12	229	8	10	40
45 to 49	1,190	166	699	109	6	164	5	1	40
50 to 54	1,170	167	738	79	8	129	6	2	41
55 to 59	1,098	109	740	58	10	163	8	0	10
60 and 61	296	39	179	19	3	47	5	0	4
62 to 64	442	42	311	24	2	51	2	0	10
65 to 69	564	59	412	13	1	69	1	0	9
70 to 74	519	53	344	23	2	86	4	0	7
75 to 79	455	44	331	19	3	51	0	0	7
80 to 84	399	42	287	11	1	54	2	0	2
85 and Older	430	40	345	14	0	31	0	0	0
Under 18	4,857	1,470	1,650	591	40	527	44	16	519
65 and older	2,367	238	1,719	80	7	291	7	0	25
Median		26.1	37.1	27.1	29.0	34.0	27.4	28.8	21.1

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	19,924	100%
Speak Only English	15,200	76%
Speak Spanish:	2,010	10%
Speak English "well" or "very well"	1,803	9%
Speak English "not well" or "not at all"	207	1%
Speak Asian/Pacific Island language:	2,243	11%
Speak English "well" or "very well"	1,719	9%
Speak English "not well" or "not at all"	524	3%
Speak other language:	471	2%
Speak English "well" or "very well"	357	2%
Speak English "not well" or "not at all"	114	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	14,179	100%
Less than 9th grade	400	3%
9th through 12th grade, no diploma	567	4%
High school grad (incl. equivalency)	3,254	23%
Some college, no degree	4,202	30%
Associate degree	1,398	10%
Bachelor's degree	3,074	22%
Master's degree	971	7%
Professional school degree	226	2%
Doctorate degree	87	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	20,536	100%	---	---	---	---
Enrolled in school	5,574	27%	4,479	22%	1,095	5%
Nursery / Preschool	283	5%	97	2%	186	17%
Kindergarten to grade 4	985	18%	761	17%	224	20%
Grade 5 to grade 8	999	18%	935	21%	64	6%
Grade 9 to grade 12	1,126	20%	1,045	23%	81	7%
College, undergraduate	1,767	32%	1,386	31%	381	35%
Graduate or Professional school	414	7%	255	6%	159	15%
Not enrolled in school	14,962	73%	---	---	---	---

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	7,938	100%	2,509	100%	5,429	100%
Family Households:	5,063	64%	2,481	99%	2,582	48%
Married couple family	3,669	46%	1,716	68%	1,953	36%
Other family:	1,394	18%	765	30%	629	12%
Male householder, no wife	334	4%	120	5%	214	4%
Female householder, no husband	1,060	13%	645	26%	415	8%
Nonfamily households:	2,875	36%	28	1%	2,847	52%
Householder living alone	1,831	23%	----	----	----	----
Other nonfamily households	1,044	13%	----	----	----	----

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	8,426	100%	7938	488	6%	2.61
Single family (detached)	4,563	54%	4,374	189	4%	2.54
Single family (attached)	22	<1%	22	0	0%	2.41
2 to 4 units	899	11%	806	93	10%	3.47
5 to 9 units	951	11%	875	76	8%	2.55
10 or more units	1,991	24%	1,861	130	7%	2.45
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	4,169	100%
Less than \$150,000	106	3%
\$150,000 to \$199,999	145	3%
\$200,000 to \$249,999	76	2%
\$250,000 to \$299,999	143	3%
\$300,000 to \$399,999	979	23%
\$400,000 to \$499,999	1,315	32%
\$500,000 to \$749,999	1,347	32%
\$750,000 to \$999,999	40	1%
\$1,000,000 or more	18	<1%

Median Value **\$448,474**

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	8,426	100%
2005 or Later	400	5%
2000 to 2004	1,040	12%
1990 to 1999	351	4%
1980 to 1989	639	8%
1970 to 1979	1,661	20%
1960 to 1969	1,609	19%
1950 to 1959	2,632	31%
1940 to 1949	82	1%
1939 or earlier	12	<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	7,938	100%	3,769	100%	4,169	100%
1.00 occupant housing per room or less	7,712	97%	3,615	96%	4,097	98%
1.01 to 1.50 occupants per room	209	3%	137	4%	72	2%
1.51 to 2.00 occupants per room	16	<1%	16	<1%	0	0%
2.01 or more occupants per room	1	<1%	1	<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	3,769	100%
Less than \$500	57	2%
\$500 to \$599	49	1%
\$600 to \$699	22	1%
\$700 to \$799	104	3%
\$800 to \$899	231	6%
\$900 to \$999	244	6%
\$1,000 to \$1,249	543	14%
\$1,250 to \$1,499	615	16%
\$1,500 to \$1,999	1,327	35%
\$2,000 or more	418	11%
No cash rent	159	4%
Median contract rent	\$1,508	

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	3,769	100%
Less than 20 percent	813	22%
20.0 to 24.9 percent	579	15%
25.0 to 29.9 percent	397	11%
30.0 to 34.9 percent	287	8%
35.0 to 39.9 percent	165	4%
40.0 to 49.9 percent	374	10%
50.0 percent or more	953	25%
Not computed	201	5%

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	7,938	100%
No vehicle	238	3%
1 vehicle	2,784	35%
2 vehicles	3,280	41%
3 vehicles	1,300	16%
4 or more vehicles	336	4%

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	11,275	100%
Worked in state of residence	11,213	99%
Worked in county of residence	10,996	98%
Worked outside county of residence	217	2%
Worked outside state of residence	62	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	17,378	100%	8,308	48%	9,070	52%
In labor force	11,847	68%	6,028	51%	5,819	49%
Armed forces	1,154	10%	937	81%	217	19%
Civilian (employed)	9,768	82%	4,638	47%	5,130	53%
Civilian (unemployed)	925	8%	453	49%	472	51%
Not in labor force	5,531	32%	2,280	41%	3,251	59%
Pct. of civilian labor force unemployed	8.7%		8.9%		8.4%	

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	11,275	100%
Car, truck or van:	10,213	91%
Drove Alone	9,416	84%
Carpooled	797	7%
Public Transportation:	275	2%
Bus	259	2%
Trolley / Streetcar	5	<1%
Railroad	11	<1%
Other public transportation	0	0%
Motorcycle	137	1%
Bicycle	64	1%
Walked	114	1%
Other means	43	<1%
Worked at home	429	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	11,275	100%
Did not work at home	10,846	96%
Less than 10 minutes	1,051	9%
10 to 19 minutes	4,889	43%
20 to 29 minutes	3,015	27%
30 to 44 minutes	1,158	10%
45 to 59 minutes	316	3%
60 to 89 minutes	254	2%
90 minutes or more	163	1%
Worked at home	429	4%
Average time to work (minutes)	24	--

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+	10,188	100%
Agriculture, forestry, mining	1	<1%
Utilities	8	<1%
Construction	431	4%
Manufacturing	918	9%
Wholesale trade	246	2%
Retail trade	993	10%
Transportation & warehousing	271	3%
Information & communications	197	2%
Finance, insurance, & real estate	765	8%
Professional, scientific, management, administration	866	9%
Educational, social, & health services	2,198	22%
Art, entertainment, recreation, accommodations, food	816	8%
Other services	841	8%
Public administration	1,637	16%

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+	10,188	100%
Management, professional & related:	4,399	43%
Management (incl. farm managers)	953	9%
Business & financial	806	8%
Computer & mathematical	368	4%
Architecture & engineering	483	5%
Life, physical & social science	138	1%
Community & social service	197	2%
Legal	177	2%
Education, training, & library	518	5%
Art, entertainment, sports & media	142	1%
Healthcare practitioners	617	6%
Service:	1,624	16%
Healthcare support	224	2%
Protective service	315	3%
Food preparation & serving	410	4%
Building & grounds cleaning / maintenance	127	1%
Personal care & service	548	5%
Sales & office	2,403	24%
Farming, fishing & forestry	1	<1%
Construction, extraction & maintenance	909	9%
Production, transport & material moving	852	8%

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

Household Income

	Number	Percent
Total Households	7,938	100%
Less than \$15,000	523	7%
\$15,000 to \$29,999	814	10%
\$30,000 to \$44,999	1,100	14%
\$45,000 to \$59,999	1,065	13%
\$60,000 to \$74,999	823	10%
\$75,000 to \$99,999	1,183	15%
\$100,000 to \$124,999	1,113	14%
\$125,000 to \$149,999	509	6%
\$150,000 to \$199,999	533	7%
\$200,000 or more	275	3%
Median Income	\$68,512	--

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	7,938	100%
With earnings	6,623	83%
With wage and salary income	6,447	81%
With self-employment income	955	12%
With interest, dividend, or net rental income	2,042	26%
With Social Security income	1,821	23%
With Supplemental Security income	177	2%
With public assistance income	57	1%
With retirement income	1,437	18%
With other types of income	1,253	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	20,842	100%
Under .50	773	4%
.50 to .99	976	5%
1.00 to 1.24	530	3%
1.25 to 1.49	461	2%
1.50 to 1.84	913	4%
1.85 to 1.99	395	2%
2.00 and over	16,794	81%

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	20,842	100%
Above Poverty	19,093	92%
Below Poverty	1,749	8%

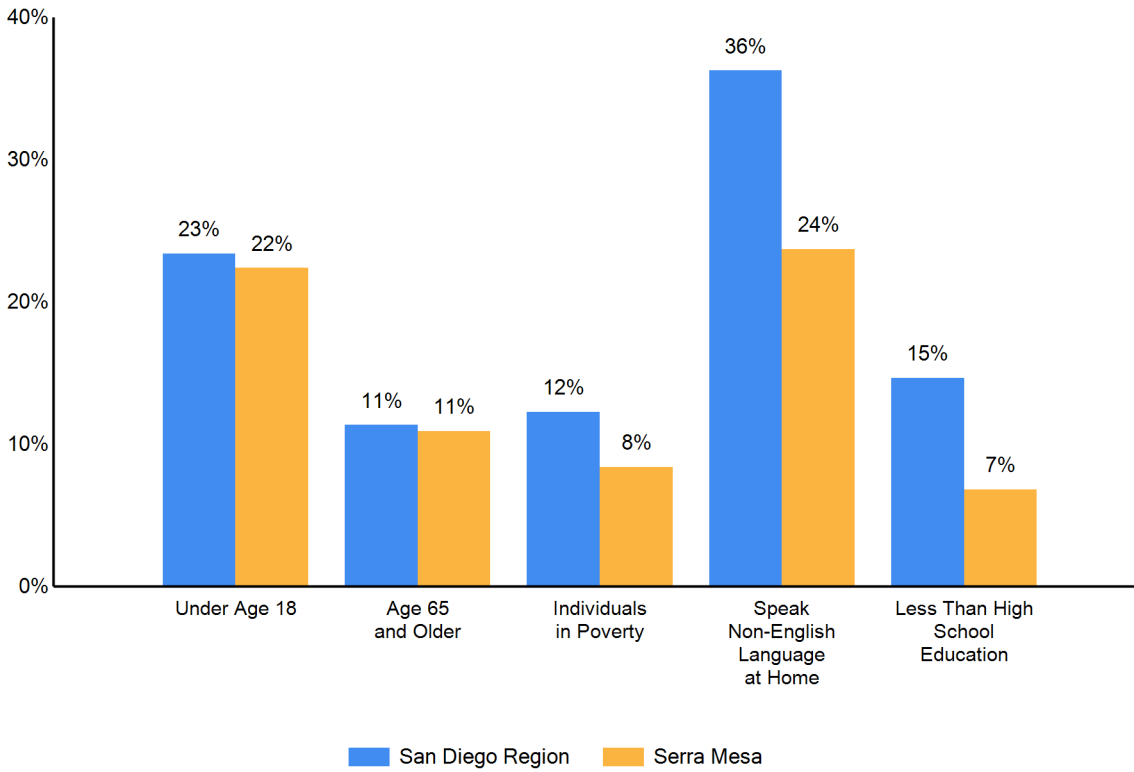
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	5,063	2,481	2,582	4,764	2,255	2,509	299	226	73
Married couple family	3,669	1,716	1,953	3,503	1,572	1,931	166	144	22
Male householder, no wife present	334	120	214	318	110	208	16	10	6
Female householder, no husband present	1,060	645	415	943	573	370	117	72	45

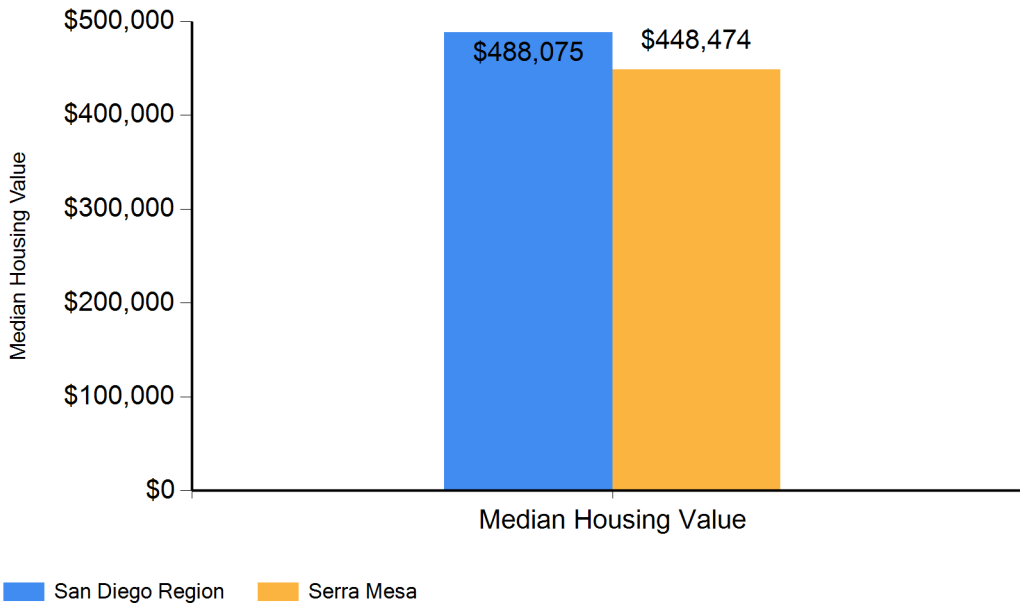
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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