



Demographic and Socioeconomic Profile 2010

CPA: Greater Golden Hill

Population by Race

	Population	Percent
Total Population	15,848	100%
White	7,060	45%
Hispanic	6,903	44%
Black	796	5%
Asian	490	3%
Two or More	451	3%
American Indian	60	<1%
Other	51	<1%
Pacific Islander	37	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	15,848	8,243	7,605	48%
Under 5	952	528	424	45%
5 to 9	728	354	374	51%
10 to 14	716	367	349	49%
15 to 17	467	228	239	51%
18 and 19	308	155	153	50%
20 to 24	1,368	695	673	49%
25 to 29	2,097	1,013	1,084	52%
30 to 34	2,050	1,105	945	46%
35 to 39	1,483	792	691	47%
40 to 44	1,321	767	554	42%
45 to 49	1,082	579	503	46%
50 to 54	950	523	427	45%
55 to 59	770	374	396	51%
60 and 61	269	137	132	49%
62 to 64	303	143	160	53%
65 to 69	355	174	181	51%
70 to 74	207	97	110	53%
75 to 79	182	82	100	55%
80 to 84	119	67	52	44%
85 and Older	121	63	58	48%
Under 18	2,863	1,477	1,386	48%
65 and older	984	483	501	51%
Median	33.1	33.5	32.7	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	13,452	100%
Never Married	6,370	47%
Married, excluding separated	4,593	34%
Separated	408	3%
Widowed	467	3%
Divorced	1,614	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	15,848	100%
Household	15,422	97%
Group Quarters - Other	426	3%
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.	15,848	6,903	7,060	796	60	490	37	51	451
Under 5	952	593	246	39	0	10	1	4	59
5 to 9	728	519	147	20	0	9	2	5	26
10 to 14	716	555	97	27	1	12	0	2	22
15 to 17	467	358	63	22	2	7	0	1	14
18 and 19	308	206	61	15	1	13	0	0	12
20 to 24	1,368	650	572	51	7	40	5	3	40
25 to 29	2,097	732	1,077	84	8	99	9	6	82
30 to 34	2,050	688	1,113	82	9	78	5	7	68
35 to 39	1,483	595	700	65	5	61	5	6	46
40 to 44	1,321	519	630	82	6	54	1	3	26
45 to 49	1,082	436	523	64	6	27	2	1	23
50 to 54	950	326	496	83	4	18	5	4	14
55 to 59	770	236	439	62	4	13	1	6	9
60 and 61	269	73	161	23	1	9	0	0	2
62 to 64	303	88	183	15	5	11	0	0	1
65 to 69	355	102	213	31	0	7	0	0	2
70 to 74	207	70	120	6	1	6	1	0	3
75 to 79	182	76	90	9	0	4	0	3	0
80 to 84	119	52	56	7	0	4	0	0	0
85 and Older	121	29	73	9	0	8	0	0	2
Under 18	2,863	2,025	553	108	3	38	3	12	121
65 and older	984	329	552	62	1	29	1	3	7
Median		28.9	36.1	39.5	37.0	33.5	31.5	33.2	28.2

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	14,896	100%
Speak Only English	8,460	57%
Speak Spanish:	5,791	39%
Speak English "well" or "very well"	3,865	26%
Speak English "not well" or "not at all"	1,926	13%
Speak Asian/Pacific Island language:	228	2%
Speak English "well" or "very well"	201	1%
Speak English "not well" or "not at all"	27	<1%
Speak other language:	417	3%
Speak English "well" or "very well"	384	3%
Speak English "not well" or "not at all"	33	<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	11,309	100%
Less than 9th grade	1,021	9%
9th through 12th grade, no diploma	1,173	10%
High school grad (incl. equivalency)	2,112	19%
Some college, no degree	2,271	20%
Associate degree	1,228	11%
Bachelor's degree	2,340	21%
Master's degree	785	7%
Professional school degree	171	2%
Doctorate degree	208	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	15,245	100%	---	---	---	---
Enrolled in school	3,994	26%	3,446	23%	548	4%
Nursery / Preschool	246	6%	213	6%	33	6%
Kindergarten to grade 4	605	15%	553	16%	52	9%
Grade 5 to grade 8	436	11%	427	12%	9	2%
Grade 9 to grade 12	935	23%	900	26%	35	6%
College, undergraduate	1,368	34%	1,135	33%	233	43%
Graduate or Professional school	404	10%	218	6%	186	34%
Not enrolled in school	11,251	74%	---	---	---	---

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	6,924	100%	1,766	100%	5,158	100%
Family Households:	3,095	45%	1,752	99%	1,343	26%
Married couple family	2,073	30%	1,108	63%	965	19%
Other family:	1,022	15%	644	36%	378	7%
Male householder, no wife	358	5%	208	12%	150	3%
Female householder, no husband	664	10%	436	25%	228	4%
Nonfamily households:	3,829	55%	14	1%	3,815	74%
Householder living alone	2,799	40%	----	----	----	----
Other nonfamily households	1,030	15%	----	----	----	----

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	7,285	100%	6,924	361	5%	2.23
Single family (detached)	1,468	20%	1,406	62	4%	2.31
Single family (attached)	2,060	28%	1,964	96	5%	2.32
2 to 4 units	1,491	20%	1,423	68	5%	2.20
5 to 9 units	852	12%	810	42	5%	2.20
10 or more units	1,414	19%	1,321	93	7%	2.06
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	1,849	100%
Less than \$150,000	74	4%
\$150,000 to \$199,999	54	3%
\$200,000 to \$249,999	116	6%
\$250,000 to \$299,999	164	9%
\$300,000 to \$399,999	277	15%
\$400,000 to \$499,999	216	12%
\$500,000 to \$749,999	620	34%
\$750,000 to \$999,999	267	14%
\$1,000,000 or more	61	3%

Median Value **\$509,879**

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	7,285	100%
2005 or Later	98	1%
2000 to 2004	82	1%
1990 to 1999	473	6%
1980 to 1989	989	14%
1970 to 1979	1,063	15%
1960 to 1969	786	11%
1950 to 1959	779	11%
1940 to 1949	461	6%
1939 or earlier	2,554	35%

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	6,924	100%	5,075	100%	1,849	100%
1.00 occupant housing per room or less	6,328	91%	4,560	90%	1,768	96%
1.01 to 1.50 occupants per room	395	6%	314	6%	81	4%
1.51 to 2.00 occupants per room	143	2%	143	3%	0	0%
2.01 or more occupants per room	58	1%	58	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	5,075	100%
Less than \$500	198	4%
\$500 to \$599	118	2%
\$600 to \$699	327	6%
\$700 to \$799	817	16%
\$800 to \$899	926	18%
\$900 to \$999	764	15%
\$1,000 to \$1,249	912	18%
\$1,250 to \$1,499	444	9%
\$1,500 to \$1,999	389	8%
\$2,000 or more	57	1%
No cash rent	123	2%
Median contract rent	\$921	

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	5,075	100%
Less than 20 percent	1,148	23%
20.0 to 24.9 percent	679	13%
25.0 to 29.9 percent	652	13%
30.0 to 34.9 percent	459	9%
35.0 to 39.9 percent	326	6%
40.0 to 49.9 percent	480	9%
50.0 percent or more	1,089	21%
Not computed	242	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	6,924	100%
No vehicle	646	9%
1 vehicle	3,457	50%
2 vehicles	2,186	32%
3 vehicles	462	7%
4 or more vehicles	173	2%

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	9,233	100%
Worked in state of residence	9,187	100%
Worked in county of residence	9,117	99%
Worked outside county of residence	70	1%
Worked outside state of residence	46	<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	13,314	100%	6,925	52%	6,389	48%
In labor force	9,614	72%	5,172	54%	4,442	46%
Armed forces	151	2%	106	70%	45	30%
Civilian (employed)	8,909	93%	4,813	54%	4,096	46%
Civilian (unemployed)	554	6%	253	46%	301	54%
Not in labor force	3,700	28%	1,753	47%	1,947	53%
Pct. of civilian labor force unemployed	5.9%		5.0%		6.8%	

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	9,233	100%
Car, truck or van:	7,093	77%
Drove Alone	6,024	65%
Carpooled	1,069	12%
Public Transportation:	817	9%
Bus	752	8%
Trolley / Streetcar	8	<1%
Railroad	0	0%
Other public transportation	57	1%
Motorcycle	52	1%
Bicycle	94	1%
Walked	458	5%
Other means	41	<1%
Worked at home	678	7%

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	9,233	100%
Did not work at home	8,555	93%
Less than 10 minutes	1,189	13%
10 to 19 minutes	3,135	34%
20 to 29 minutes	2,095	23%
30 to 44 minutes	1,530	17%
45 to 59 minutes	220	2%
60 to 89 minutes	199	2%
90 minutes or more	187	2%
Worked at home	678	7%
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+	9,040	100%
Agriculture, forestry, mining	13	<1%
Utilities	4	<1%
Construction	530	6%
Manufacturing	524	6%
Wholesale trade	178	2%
Retail trade	1,109	12%
Transportation & warehousing	168	2%
Information & communications	267	3%
Finance, insurance, & real estate	720	8%
Professional, scientific, management, administration	332	4%
Educational, social, & health services	1,645	18%
Art, entertainment, recreation, accommodations, food	1,355	15%
Other services	613	7%
Public administration	1,582	18%

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+	9,040	100%
Management, professional & related:	3,238	36%
Management (incl. farm managers)	983	11%
Business & financial	347	4%
Computer & mathematical	207	2%
Architecture & engineering	80	1%
Life, physical & social science	184	2%
Community & social service	141	2%
Legal	182	2%
Education, training, & library	443	5%
Art, entertainment, sports & media	267	3%
Healthcare practitioners	404	4%
Service:	2,146	24%
Healthcare support	107	1%
Protective service	134	1%
Food preparation & serving	861	10%
Building & grounds cleaning / maintenance	745	8%
Personal care & service	299	3%
Sales & office	2,242	25%
Farming, fishing & forestry	13	<1%
Construction, extraction & maintenance	775	9%
Production, transport & material moving	626	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	6,924	100%
Less than \$15,000	818	12%
\$15,000 to \$29,999	1,316	19%
\$30,000 to \$44,999	1,234	18%
\$45,000 to \$59,999	955	14%
\$60,000 to \$74,999	675	10%
\$75,000 to \$99,999	1,046	15%
\$100,000 to \$124,999	286	4%
\$125,000 to \$149,999	230	3%
\$150,000 to \$199,999	168	2%
\$200,000 or more	196	3%
Median Income	\$46,476	--

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	6,924	100%
With earnings	6,113	88%
With wage and salary income	5,792	84%
With self-employment income	1,088	16%
With interest, dividend, or net rental income	1,288	19%
With Social Security income	825	12%
With Supplemental Security income	295	4%
With public assistance income	129	2%
With retirement income	576	8%
With other types of income	797	12%

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	15,790	100%
Under .50	1,057	7%
.50 to .99	1,624	10%
1.00 to 1.24	1,661	11%
1.25 to 1.49	1,009	6%
1.50 to 1.84	1,461	9%
1.85 to 1.99	462	3%
2.00 and over	8,516	54%

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	15,790	100%
Above Poverty	13,109	83%
Below Poverty	2,681	17%

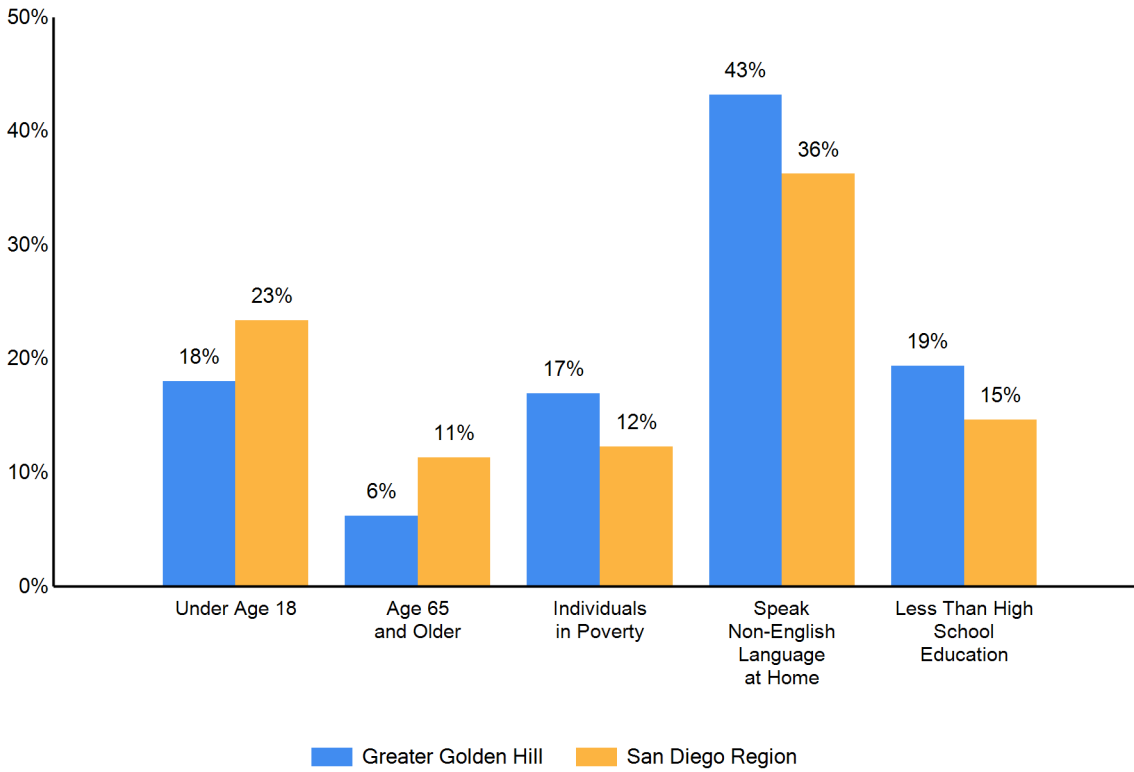
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	3,095	1,752	1,343	2,719	1,468	1,251	376	284	92
Married couple family	2,073	1,108	965	1,876	957	919	197	151	46
Male householder, no wife present	358	208	150	278	174	104	80	34	46
Female householder, no husband present	664	436	228	565	337	228	99	99	0

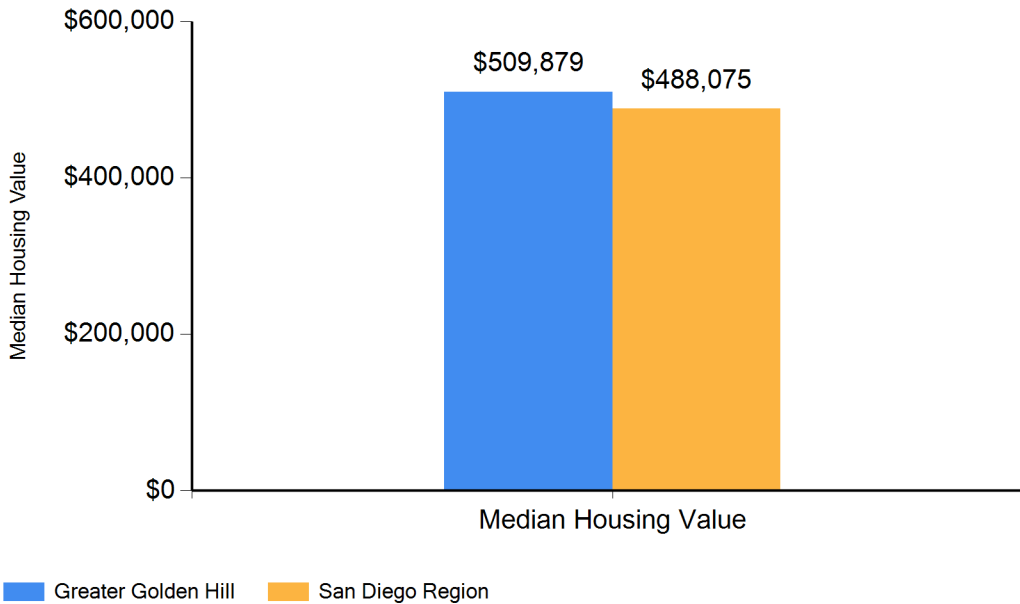
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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