

County of San Diego Community Profiles
by Region and Subregional Area

San Diego County
Demographics Profile
by Region and Subregional Area

REGIONS:

North Coastal

North Central

Central

South

East

North Inland

Best Nootropics

Best Energy Pills

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Mind Lab Pro

Best MCT Oil

Acknowledgements

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INTRODUCTION

Introduction

Community Health Statistics

The Community Health Statistics unit was created to provide a means of sharing information about the health behaviors, diseases, injuries, and demographic characteristics of specific populations in San Diego County. This unit aims to supply health professionals with community level data describing the health trends and needs of the residents of our County. Community Health Statistics also provides or refers persons to available local, state and national statistics.

Purpose

This profile is a compilation of information made available to the public health community and public policy-makers to better understand and manage the health and well-being of the residents of our County.

The purpose of this profile is to provide detailed information about the characteristics of the people living in San Diego County. It is designed to help the Health and Human Services Agency staff in each of the Health and Human Services Regions (Regions) identify problems and priority needs within their communities.



Regional Data

Please see [Important Information](#) in the data guide section for explanation of geographic boundaries as well as information on methods used here and notes on comparing data.

Navigating the Document

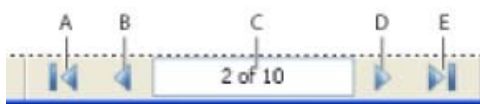
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Use links to jump to a section or page from a list

The Table of Contents (page 4) has many links to quickly jump to the specific section of interest. Within the document, some title pages have lists that are linked to quickly jump to a topic within a section. These links are not underlined, but can be identified when the hand icon () turns into a pointing hand () when hovering over an item.

There are also links outside the document for more information on a subject. These are underlined and require internet access. They may be identified by the pointing hand with a “w” for web access.

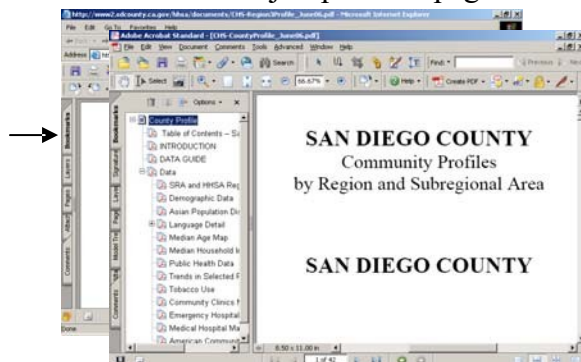
Use the **navigation bar** at the bottom of the window to move through a document:



- A- go to 1st page
- B- go back one page
- C- enter a page number to go to
- D- go forward one page
- E- go to last page

Use **bookmarks** to jump to a section

This is a built-in table of contents that is viewed to the side of the document and can be left open while viewing the document. To access this, click on the bookmarks tab on the left side of window. Use the (+) or (-) symbols to expand or collapse the list. Click on a bookmark to jump to that page.



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DATA GUIDE

Important Information for Data Users

Please Review This Section Before Using the Following Public Health Data

For abbreviations used in data sources, see Data Sources.

One may want to consider several of these demographic factors when examining a health issue. Each Profile contains demographic data for each Region and SRA, including: age, gender, race/ethnicity distributions, income, occupation, housing and education data. Many of these factors have been implicated at the roots of health disparities.

Geography: Understanding Geographic Units used in Health Data

Many different geographic units are used throughout San Diego County. In this document, boundaries for Regions and Subregional Areas (SRA) used here are based on census tracts and approximate Health and Human Service Agency Region (HHSA Region) boundaries which are based on zip codes. The exception to this is California Health Interview Survey (CHIS) data, which use zip code based HHSA Regions.

Many data users have expressed the desire for community level data, beyond the HHSA Region (which are large aggregations of zip codes). Several levels of geography may be considered, such as, Subregional Area, Census Tract, Zip Code, or City. In order to provide community level health data and compare populations, it is important to have stable geographic units and units that are compatible with population data estimates.

While most health and demographic data is reported by zip code, zip codes may change at any time throughout the year – making annual aggregated estimates difficult. Additionally, since zip codes may change from one year to the next, comparing zip code data over time may introduce a level of imprecision. Subregional Areas (SRAs) are small, community level geographic units based on census tracts which are stable between census years (i.e. change only every 10 years, if at all). Population estimates are available at this level with high level of accuracy. However, health demographic data for an SRA must be estimated based on reported zip code data.

Types of data available for Geographic Boundaries

Zip Codes:	Census Tracts:
HHSA Region	Subregional Area (SRA)
Health Services	Major Statistical Area (MSA)
	Region (approximated HHSA Region)

In this document community level (SRA) data is aggregated to larger regional levels. Currently, Region aggregations based on SRAs closely approximate, but do not directly correspond to HHSA Regions. In order to have more accurate community level data and enable reliable comparisons over time and place, SRA Region aggregations are used in lieu of HHSA Regions. Other data preparers that provide direct HHSA Region level data may differ slightly from the data presented here; however, any difference would not be

expected to impact any decisions related to policy, planning, or resources for any particular area. There are 3 zip codes which are primarily affected by the differences in method of aggregation to Region or HHSA Region (see table below). A list of zip codes representing each Region is included at the beginning of the Region section within each Profile, as well as a complete listing in the County Demographic Profile.

Methods of Aggregating Data

HHSA		Community Profiles	
HHSA REGION	Zip Code	Subregional Area (SRA)	Region
North Coastal	92014	Del Mar-Mira Mesa	North Central
North Coastal	92091	North San Diego	North Inland
North Central	92131	Poway	North Inland

Data Sources

Demographic data are available from a variety of sources, represented by three different categories of data. Population data, such as the census, is collected from the entire population. Sample or survey data are collected from a portion of the population, and extrapolated to represent the entire population. The following data sources were used in the preparation of this report.

American Community Survey (ACS): ACS is a new nationwide survey designed to provide communities a fresh look at how they are changing. It is intended to eliminate the need for the long form in the 2010 Census. The ACS collects information from U.S. households similar to what was collected on the Census 2000 long form, such as income, commute time to work, home value, veteran status, and other important data. Information is available by county.

San Diego Association of Governments (SANDAG): SANDAG creates and maintains a tremendous quantity of demographic, economic, land use, transportation and criminal justice information about the San Diego region. Demographic data includes population characteristics like age, education, and employment. SANDAG develops annual demographic estimates and long range forecasts in addition to maintaining census data files. Data is available by County, SRA, zip code, and census tract.

American Community Survey (ACS) Topics

Population	Housing
Age and date of birth	Acreage
Ancestry	Agricultural sales
Citizenship	Bedrooms
Class of worker	Business on property
Educational attainment	Condominium status and fee
Employment status	Contract rent
Families	Food stamps
Fertility	House heating fuel
Foreign born status	Housing units
Grandparents as caregivers	Insurance
Hispanic/Latino origin	Kitchen facilities
Household type and relationship	Meals included in rent
Income	Mobile home costs
Industry	Mortgage status
Journey to work	Mortgage payment
Language spoken at home	Occupancy status
Labor force status	Plumbing facilities
Marital status	Real estate taxes
Means of transportation to work	Rooms
Occupation	Second mortgage
Place of birth	Selected monthly owner costs
Place of work	Telephone service availability
Poverty status	Tenure
Private vehicle occupancy	Units in structure
Race	Utilities
Residence one year ago	Value of housing units
School enrollment	Vehicles available
Sex	Year householder moved in
Travel time to work	Year structure built
Veterans	
Work status last week	
Workers in family	

GLOSSARY:

Demographic Indicator Terms

Glossary of Demographic Indicator Terms

The following terms are defined by SANDAG.

Demographic Profile

Total Population: Total number of persons (residents) in an area.

Age Distribution: Total number of persons (residents) in an area by age group.

Median Age: Divides the age distribution into two equal parts; half of all persons are older than the median and half are younger.

Gender Distribution: Total number of persons (residents) in an area by gender.

Race/Ethnicity: Self-identification by people according to the race(s) and ethnicity with which they most closely identify. “Other” includes American Indian or Alaska Native, Hawaiian or Pacific Islander, those who identified two or more races, and other.

Education

Completed Education: The highest level of education completed in terms of the highest degree or the highest level of schooling completed.

Household Income

Household: A person or group of people living in a housing unit that serves as a primary place of residence.

Household Income: Total pre-tax annual income of all members of a household.

Income: Sum of wages, salary, commissions, bonuses, tips, self-employment income, interest, dividends, net rental income, royalty income, income from estates and trusts, Social Security or Railroad Retirement income, Supplemental Security Income (SSI), any public assistance or welfare payments from the state or local welfare office, retirement, survivor, or disability pensions, and any other sources of income received regularly.

Median Household Income: Divides the household income distribution into two equal parts; half of all households have incomes above the median and half have incomes below the median.

Persons per Household: The average number of persons living in a housing unit, calculated by dividing the household population by the number of occupied housing units.

Income per Person in HH: The average income per person living in a housing unit, calculated by dividing the Median Household Income by the Persons per Household.

Change from County: The percentage above or below the County of San Diego average income per person (i.e. \$18,707 for 2004 estimate).

Housing

Owner Occupied: Housing units that are occupied as a primary residence by the owner of the unit.

Renter Occupied: Housing units that are occupied as a primary residence by an individual other than the owner of the unit.

Residential Density: The total number of housing units per developed residential acre.

Industry

Industry of Civilian Employees: The kind of business conducted by a person's employing organization.

Professional, Scientific, Management, Admin: Category of industry that includes Professional, Scientific, Management, and Administrative.

Entertainment and Hospitality Industry: Category of industry that includes Arts, Entertainment, Recreation, Accommodations and Food Services.

Language

Primary Language Spoken at Home: The language currently used at home, either "English only" or a non-English language that is used in addition to English (bilingual) or in place of English.

Occupation

Employed Civilian Occupation Category (16+ Years): Category of occupation for those who are employed in the civilian work force. Does not include Armed Forces or unemployed. This category refers to the type of work one does on the job, not the industry by which they are employed.

Construction, Extraction, and Maintenance: Category of occupation including construction, extraction (such as mining) and maintenance or repair jobs.

Farming, Fishing, and Forestry: Category of occupation including farming, fishing and forestry jobs.

Labor Force 16+ Years: Includes all residents 16 years old and over who are currently in the civilian labor force, plus members of the U.S. Armed Forces and those who are unemployed. This includes those who are either “at work” or “with a job but not at work”.

Management, Professional, and Related: Category of occupation including management (including farm managers), business and financial, computer and mathematical architecture and engineering, science (life, physical, and social), community and social service, legal, education and training and library, arts, design, entertainments, sports, and media, healthcare practitioners.

Production, Transportation and Material: Category of occupation including production, transportation and material moving jobs.

Sales and Office: Category of occupation including sales and office jobs.

Service: Category of occupation including healthcare support, protective service, food preparation and serving, building and grounds cleaning and maintenance, personal care and service.

Unemployed: Civilians 16 years old and over who are neither "at work" nor "with a job but not at work" during the reference period, and were actively looking for work during the last four weeks and were available to accept a job.

Personal Vehicles

Vehicle Availability: Passenger cars, vans, and pickup or panel trucks of 1-ton capacity or less kept at home and available for use by household members. Excludes vehicles kept at home but used only for business purposes.

Poverty

Income Percent of Poverty Level: The percentage of the poverty threshold that the family’s household income is at.

Family: Householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption.

Population: Families or individuals whose total income falls below the poverty threshold set by the Census Bureau, according to family size and composition.

Poverty Level: Minimum annual income below which is considered poverty. Poverty level information for 2006 by family size can be found by [clicking here](#).

School Enrollment

Percent Public: The percentage of all students enrolled in grades K – 12 who attend a private school. A private school is one that is supported and controlled primarily by religious organizations or other private groups.

Percent Private: The percentage of all students enrolled in grades K – 12 who attend a public school. A public school is one that is supported and controlled primarily by a federal, state, or local government (including tribal schools).

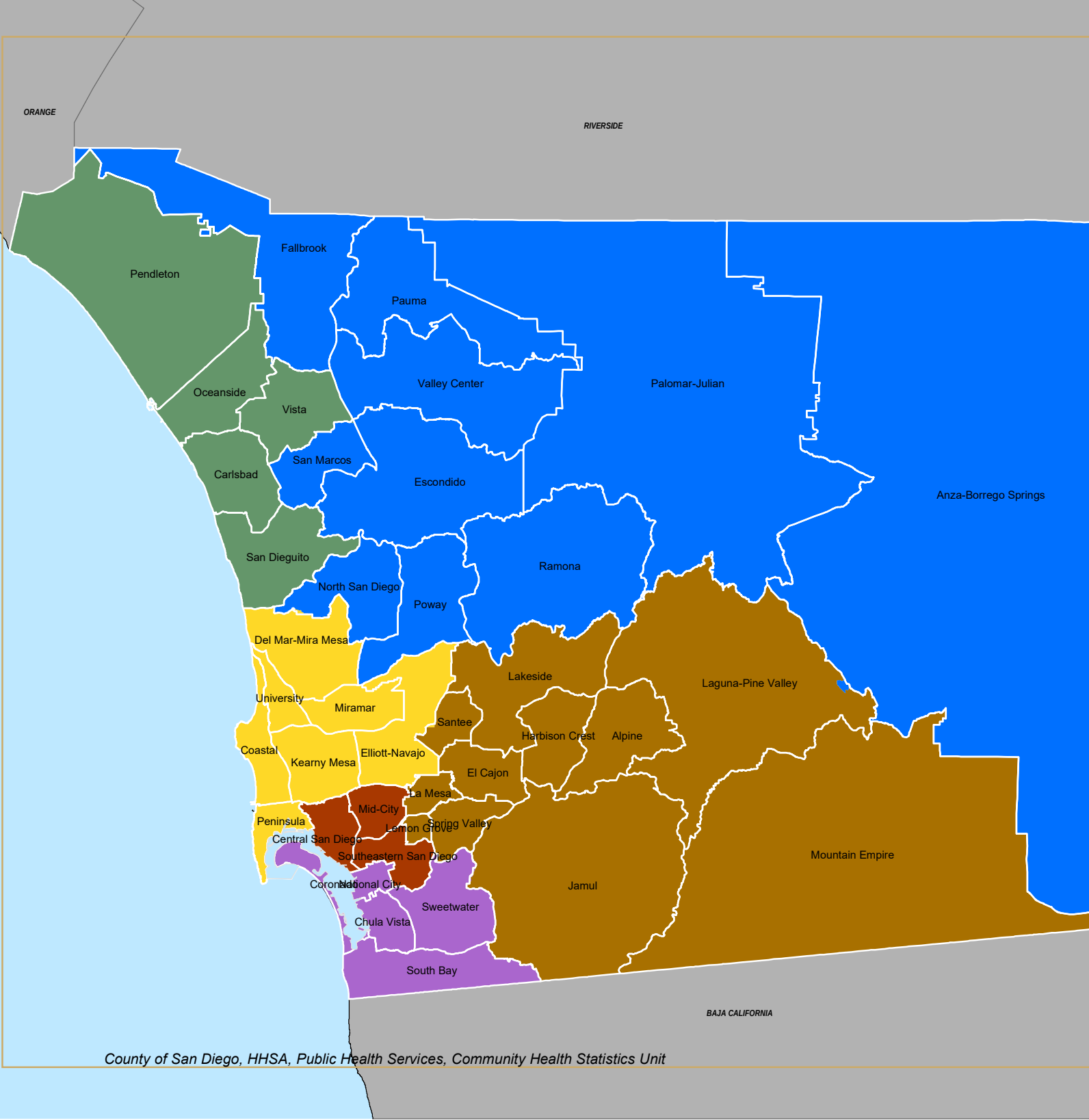
Single Parent Homes

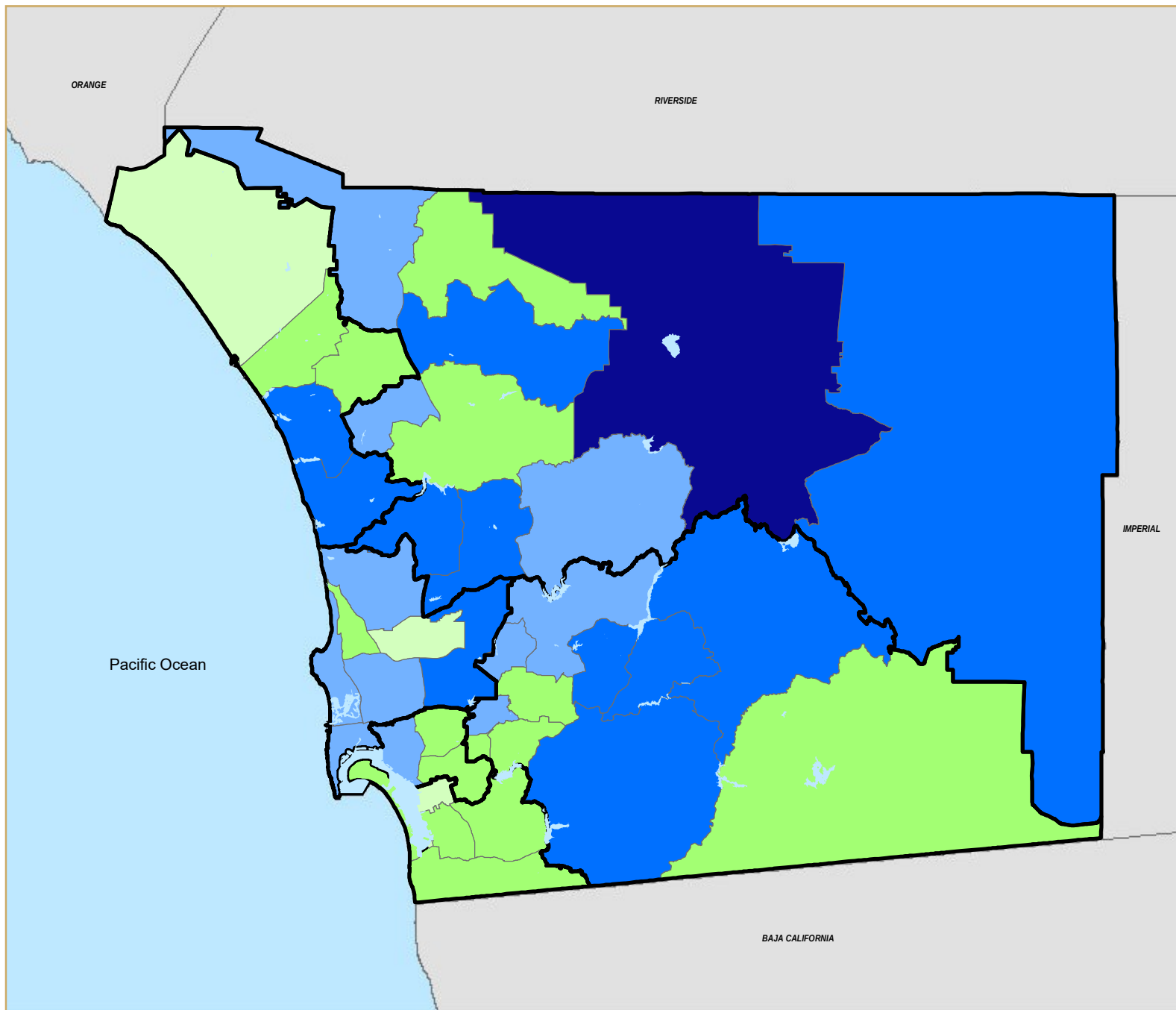
Single Parent Household: The percentage of all families with "own children" under age 18 living in the household, who are headed by a person, male or female, without a spouse present in the home. "Own children" are never-married children under 18 who are related to the householder by birth, marriage, or adoption

Unemployment

Unemployed: Percentage of civilians 16 years old and over who are neither “at work” nor “with a job but not at work” during the reference period, and were actively looking for work during the last four weeks and were available to accept a job.

SAN DIEGO COUNTY DEMOGRAPHICS PROFILE

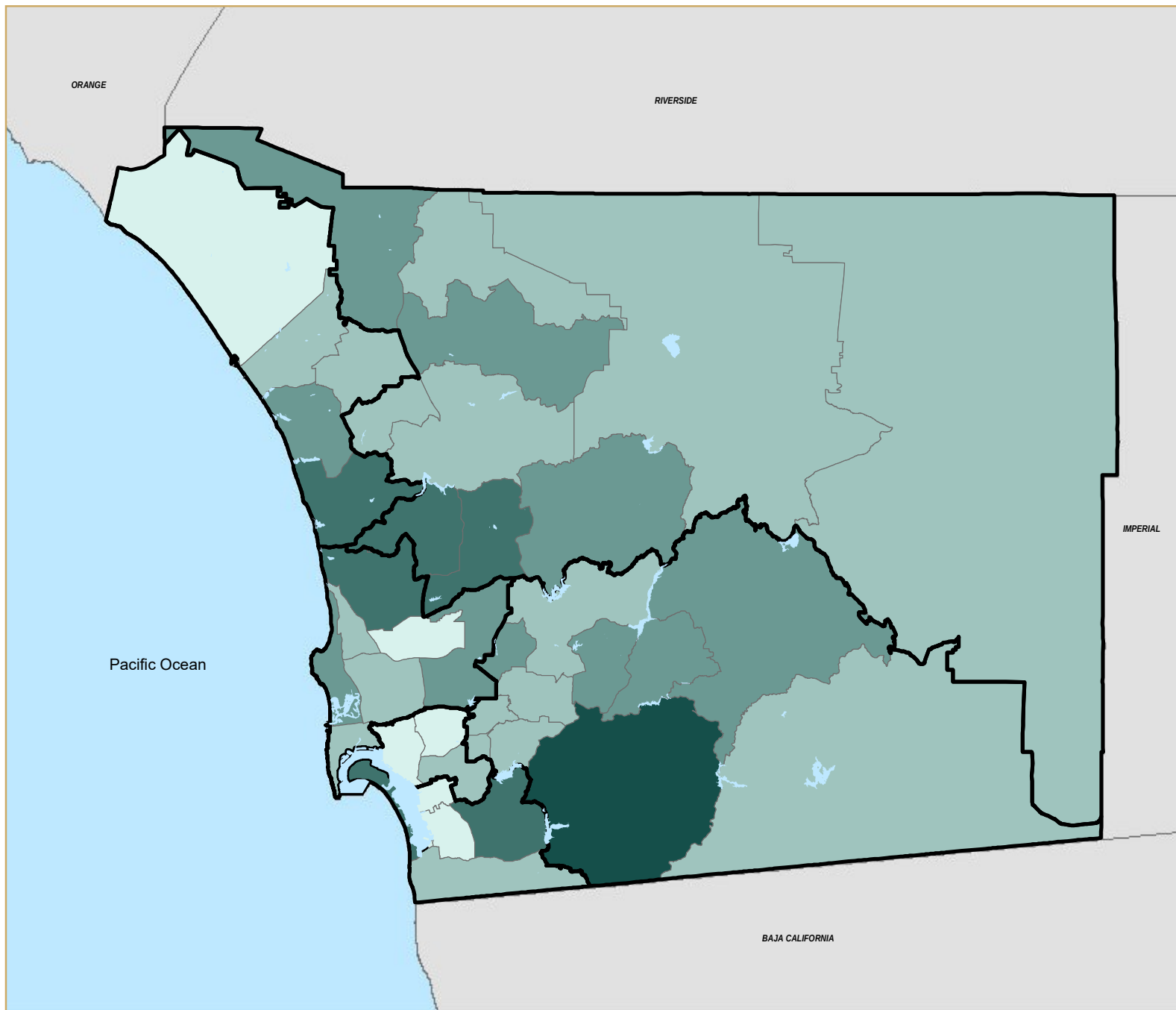




*Data source: Demographic estimates , San Diego Assn of Governments (SANDAG). .Maps Prepared by County of San Diego, HHSA, PHS, Emergency Medical Services. Contact: Isabel Corcos or Leslie Ray, 619-285-6429

County of San Diego, HHSA, Public Health Services, Community Health Statistics Unit



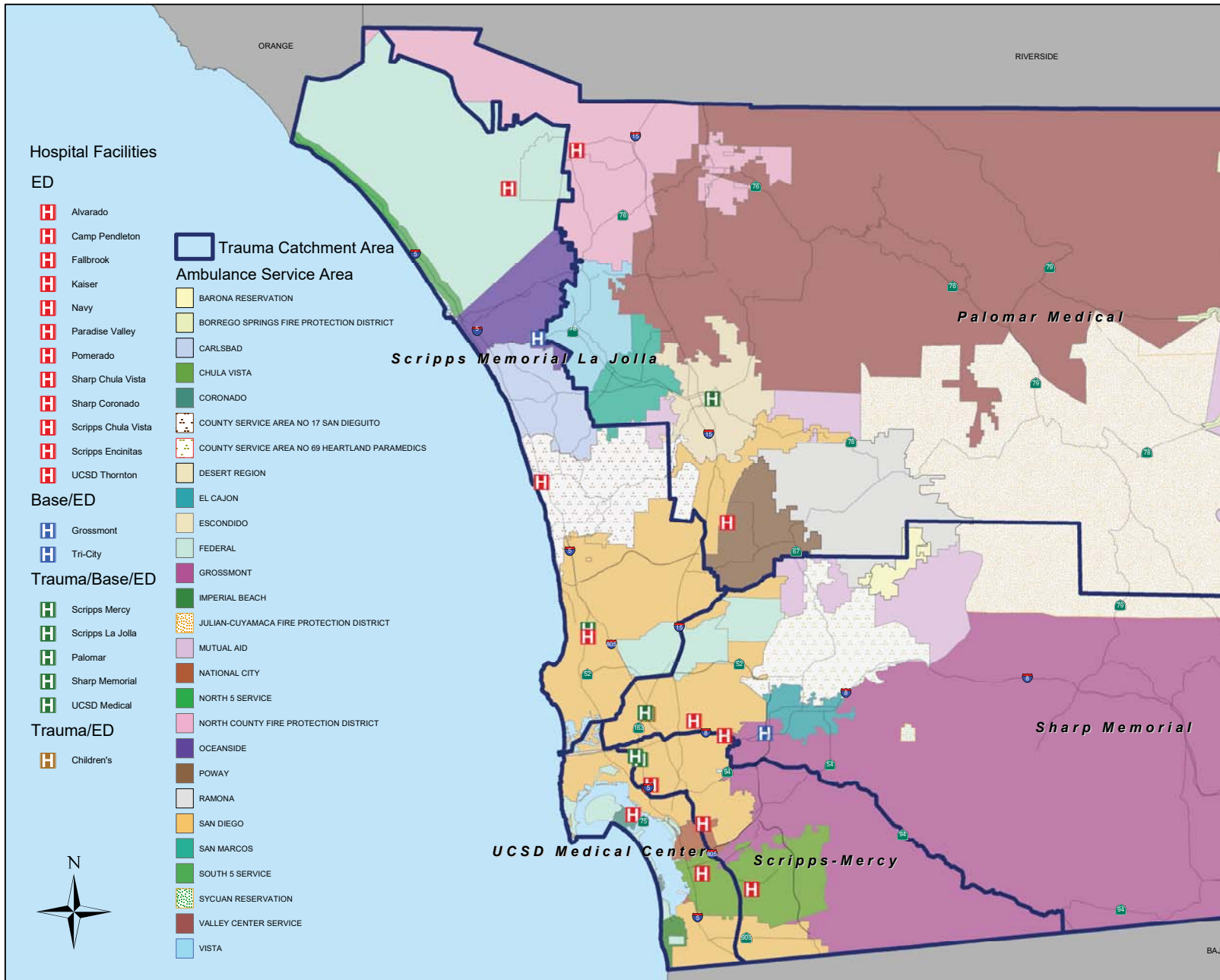


*Data source: Demographic estimates, San Diego Assn of Governments (SANDAG). Maps Prepared by County of San Diego, HHSA, PHS, Emergency Medical Services. Contact: Isabel Corcos or Leslie Ray, 619-285-6429

County of San Diego, HHSA, Public Health Services, Community Health Statistics Unit



County of San Diego Medical Resources Hospitals, Trauma Catchment Areas, and Ambulance Service Areas



County of San Diego, HHSA, Public Health Services, Community Health Statistics Unit

Source: County of San Diego, HHSA, Public Health Services, Emergency Medical Services. December, 2010
Contact: Isabel Corcos or Leslie Ray, 619.285.6517.



San Diego County

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	3,185,462	100.00%
Age Distribution		
0 to 4 Years	230,983	7.25%
5 to 14 Years	403,625	12.67%
15 to 24 Years	499,162	15.67%
25 to 44 Years	910,165	28.57%
45 to 64 Years	773,305	24.28%
65+ Years	368,222	11.56%
Gender Distribution		
Male	1,589,080	49.89%
Female	1,596,382	50.11%
Race/Ethnicity		
White	1,585,587	49.78%
Hispanic	962,462	30.21%
Black	166,337	5.22%
Asian	339,279	10.65%
Other	131,797	4.14%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	1,066,240	100.00%
Household Income		
< \$45,000	515,383	48.34%
\$45,000 to \$75,000	265,249	24.88%
\$75,000 to \$100,000	121,735	11.42%
\$100,000 to \$125,000	68,906	6.46%
> \$125,000	94,967	8.91%
Income per Person in HH		
Median HH Income	\$46,797	
Persons Per HH	2.89	
Income per Person in HH	\$16,192.73	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	1,543,937
Labor Force	
Percent Unemployed	6.41%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	99,004
Armed Forces	72,812
Employed Civilians	1,372,121
Employed Civilian Occupation Category (16+ Years)	
Management, Professional, & Related	39.52%
Service	17.84%
Sales and Office	25.35%
Farming, Fishing, & Forestry	0.42%
Construction, Extraction, & Maintenance	8.68%
Production, Transportation, & Material Moving	8.19%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.71%
Utilities	0.76%
Construction	7.53%
Manufacturing	9.23%
Wholesale Trade	2.92%
Retail Trade	10.87%
Transportation and Warehousing	2.89%
Information and Communications	2.62%
Finance, Insurance, and Real Estate	7.77%
Professional, Scientific, Management, Admin.	14.17%
Educational, Social and Health Services	19.50%
Entertainment and Hospitality related	10.55%
Other Services	5.14%
Public Administration	5.33%

Education (2009 ACS)

Total Population	
25+ Years Old	1,923,939
Completed Education	
< High School Graduate	14.82%
High School Graduate	20.17%
Some College or AA	30.99%
Bachelor Degree	21.32%
Graduate Degree	12.69%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	632,971
Private vs Public School Enrollment	
Percent Public Schools	91.73%
Percent Private Schools	8.27%

Language (2009 ACS)

Total Population	
5+ Years Old	2,765,828
Primary Language Spoken at Home	
English Only	64.64%
Spanish Only	10.93%
Asian/Pacific Island Language Only	3.41%
Other Language Only	1.27%
Bilingual	20.41%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	57.06%
Renter Occupied	42.94%
Housing Costs	
Median House Value	\$484,686
Median Rent	\$1,206
Residential Density	
Housing Units per Acre	2.6

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	6.08%
1 Vehicle	32.06%
>1 Vehicle	61.86%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.72%
50 - 74%	2.62%
75 - 99%	3.87%
100 - 124%	4.21%
125 - 149%	4.17%
150% - 199%	8.52%
200% +	71.56%
Percent Below Poverty Level	
Population	11.54%
Families	7.89%
Families With Children	11.93%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	362,037
Families With Children <18 Years	
Percent Single Parent	29.55%

San Diego County

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	3,185,462		
Total Asian Population	324,344	100.0%	10.2%
Asian Indian	20,503	6.3%	0.6%
Bangladeshi	96	0.0%	0.0%
Cambodian	5,034	1.6%	0.2%
Chinese; except Taiwanese	45,838	14.1%	1.4%
Filipino	144,234	44.5%	4.5%
Hmong	1,172	0.4%	0.0%
Indonesian	1,257	0.4%	0.0%
Japanese	19,184	5.9%	0.6%
Korean	19,231	5.9%	0.6%
Laotian	6,246	1.9%	0.2%
Malaysian	116	0.0%	0.0%
Pakistani	1,251	0.4%	0.0%
Sri Lankan	281	0.1%	0.0%
Taiwanese	2,577	0.8%	0.1%
Thai	2,518	0.8%	0.1%
Vietnamese	43,592	13.4%	1.4%
Other Asian	8,624	2.7%	0.3%
Other Asian; not specified	2,590	0.8%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

**San Diego County
Language Detail
American Community Survey, 2009**

Language Spoken at Home and Ability to Speak English

The following tables refer to primary language spoken at home by ability to speak English. In this case, the term “bilingual” refers to those who speak a language other than English at home, and speak English very well. The term “mono-lingual” refers to those who either speak only English in the home, or those who speak another language in the home and speak English less than very well. Those who speak multiple languages, but not English are listed in the mono-lingual table. Below is information on the language detail portion of the survey, adapted from the 2009 Subject Definitions document. For more information on the American Community Survey, go to <http://www.census.gov/acs/www/index.html>.

Language Spoken at Home – Data on language spoken at home were derived from answers to questions asked in the 2009 American Community Survey 14a and 14b. These questions were asked only of persons 5 years of age and older. Instructions mailed with the American Community Survey questionnaire instructed respondents to mark “Yes” on Question 14a if they sometimes or always spoke a language other than English at home, and “No” if a language was spoken only at school – or if speaking was limited to a few expressions or slang. For Question 14b, respondents printed the name of the non-English language they spoke at home. If the person spoke more than one non-English language, they reported the language spoken most often. If the language spoken most frequently could not be determined, the respondent reported the language learned first.

These questions referred to languages spoken at home in an effort to measure the current use of languages other than English. This category excluded respondents who spoke a language other than English exclusively outside of the home.

Ability to Speak English – Respondents who reported speaking a language other than English were asked to indicate their English-speaking ability based on one of the following categories: “Very well,” “Well,” “Not well,” or “Not at all.” Those who answered “Well,” “Not well,” or “Not at all” are sometimes referred as “Less than ‘very well.’” Respondents were not instructed on how to interpret the response categories in this question.

San Diego County
Language spoken at Home Among Mono-linguals
Estimates* from 2009 American Community Survey[†]

Language Spoken at Home	Number*	Percent of Mono-lingual** Population	Percent of Total Population
Total Population	3,185,462		
Total Mono-lingual Population	2,551,874	100.00%	80.11%
English Only	2,033,588	79.69%	63.83%
Non-English Speakers:			
Spanish Only	356,497	13.97%	11.19%
Tagalog Only	34,705	1.36%	1.09%
Vietnamese Only	26,029	1.02%	0.82%
Chinese Only	22,201	0.87%	0.70%
Korean Only	7,656	0.30%	0.24%
Other and Unspecified Languages Only	7,145	0.28%	0.23%
Persian Only	6,890	0.27%	0.21%
Japanese Only	6,635	0.26%	0.20%
Russian Only	6,380	0.25%	0.20%
Arabic Only	5,359	0.21%	0.17%
Other Pacific Island Only	5,104	0.20%	0.16%
Laotian Only	4,083	0.16%	0.13%
African Only	3,828	0.15%	0.12%
Mon-Khmer, Cambodian	3,317	0.13%	0.11%
Other Asian Only	2,297	0.09%	0.07%
Italian Only	2,041	0.08%	0.07%
German Only	2,041	0.08%	0.07%
Portuguese Only	1,786	0.07%	0.06%
French Only	1,786	0.07%	0.05%
Serbo-Croatian	1,531	0.06%	0.05%
Thai Only	1,531	0.06%	0.05%
Other Indic Only	1,531	0.06%	0.04%
Polish Only	1,276	0.05%	0.04%
Gujarati	1,021	0.04%	0.03%
Armenian Only	766	0.03%	0.03%
Other Slavic Only	766	0.03%	0.02%
Hindi Only	766	0.03%	0.02%
Hmong Only	766	0.03%	0.02%
Other Indo-European Only	766	0.03%	0.02%
Urdu Only	510	0.02%	0.02%
Hungarian Only	510	0.02%	0.02%
Scandinavian only	510	0.02%	0.01%
Hebrew Only	255	0.01%	0.01%
Other West Germanic Only	255	0.01%	0.01%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

[†]The 2009 American Community Survey universe is limited to the household population over 5 years old and excludes the population living in institutions, college dormitories, and other group quarters. Data are based on a sample and are subject to sampling variability.

** In this case, "mono-lingual" refers to those who speak English only or another language at home and speak English less than very well. There may be households who are bilingual non-English speakers (i.e. Spanish and French), with the language used most are learned first listed as their primary household language.

San Diego County
Foreign Language spoken at Home Among English Speakers
Estimates* from 2009 American Community Survey [†]

Language Spoken at Home	Number*	Percent of Bilingual** Population	Percent of Total Population
Total Population	3,185,462		
Total English-Bilingual* Population	633,588	100.00%	19.89%
Spanish	411,009	64.87%	12.91%
Tagalog	55,312	8.73%	1.74%
Chinese	21,479	3.39%	0.68%
Vietnamese	16,853	2.66%	0.53%
German	9,567	1.51%	0.30%
French	9,060	1.43%	0.28%
Arabic	9,060	1.43%	0.28%
Persian	8,997	1.42%	0.28%
African	8,744	1.38%	0.27%
Russian	6,463	1.02%	0.20%
Other/Unspecified Bilingual	6,399	1.01%	0.20%
Japanese	6,209	0.98%	0.20%
Other Asian Languages	5,449	0.86%	0.17%
Italian	5,449	0.86%	0.17%
Korean	5,322	0.84%	0.17%
Other Pacific Island Languages	5,322	0.84%	0.17%
Portuguese	4,879	0.77%	0.15%
Other Indic Languages	3,295	0.52%	0.10%
Serbo-Croatian	3,168	0.50%	0.10%
Mon-Khmer, Cambodian	3,041	0.48%	0.10%
Hindi	2,915	0.46%	0.09%
Laotian	2,724	0.43%	0.08%
Scandinavian Languages	2,598	0.41%	0.08%
Other Indo-European Languages	2,534	0.40%	0.08%
Polish	2,027	0.32%	0.06%
Gujarati	1,964	0.31%	0.06%
Other Slavic Languages	1,964	0.31%	0.06%
Other West Germanic Languages	1,901	0.30%	0.06%
Urdu	1,711	0.27%	0.05%
Greek	1,647	0.26%	0.05%
Hebrew	1,521	0.24%	0.05%
Armenian	1,457	0.23%	0.04%
Thai	1,204	0.19%	0.04%
Hungarian	1,014	0.16%	0.03%
Hmong	507	0.08%	0.02%
Navajo	253	0.04%	0.01%
Yiddish	253	0.04%	0.01%
Other Native North American Lang.	253	0.04%	0.01%

** In this case, "bilingual" refers to those who speak English very well and speak another language at home.

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

[†]The 2009 American Community Survey universe is limited to the household population over 5 years old and excludes the population living in institutions, college dormitories, and other group quarters. Data are based on a sample and are subject to sampling variability.

San Diego County, California

Population and Housing Narrative Profile: 2005-2009

2005-2009 American Community Survey 5-Year Estimates

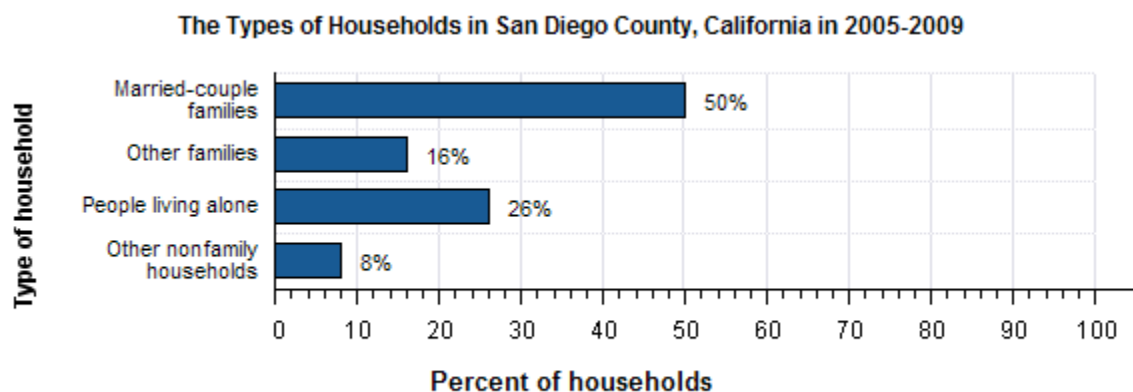
American Community Survey

NOTE. Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the [official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties](#).

For more information on confidentiality protection, sampling error, non-sampling error, and definitions, see Survey Methodology.

HOUSEHOLDS AND FAMILIES: In 2005-2009 there were 1.0 million households in San Diego County. The average household size was 2.8 people.

Families made up 66 percent of the households in San Diego County. This figure includes both married-couple families (50 percent) and other families (16 percent). Nonfamily households made up 34 percent of all households in San Diego County. Most of the nonfamily households were people living alone, but some were composed of people living in households in which no one was related to the householder.

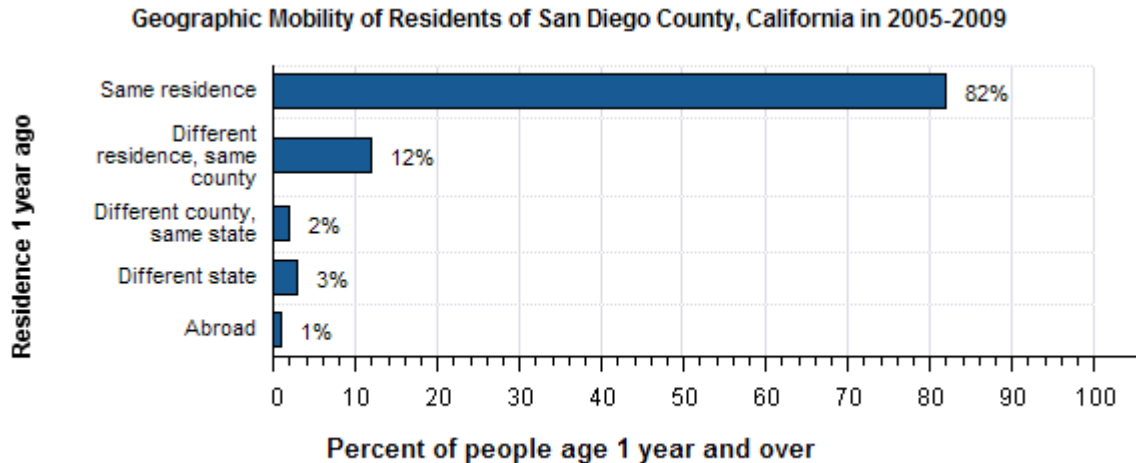


Source: American Community Survey, 2005-2009

NATIVITY AND LANGUAGE: Twenty-three percent of the people living in San Diego County in 2005-2009 were foreign born. Seventy-seven percent was native, including 47 percent who were born in California.

Among people at least five years old living in San Diego County in 2005-2009, 35 percent spoke a language other than English at home. Of those speaking a language other than English at home, 68 percent spoke Spanish and 32 percent spoke some other language; 44 percent reported that they did not speak English "very well."

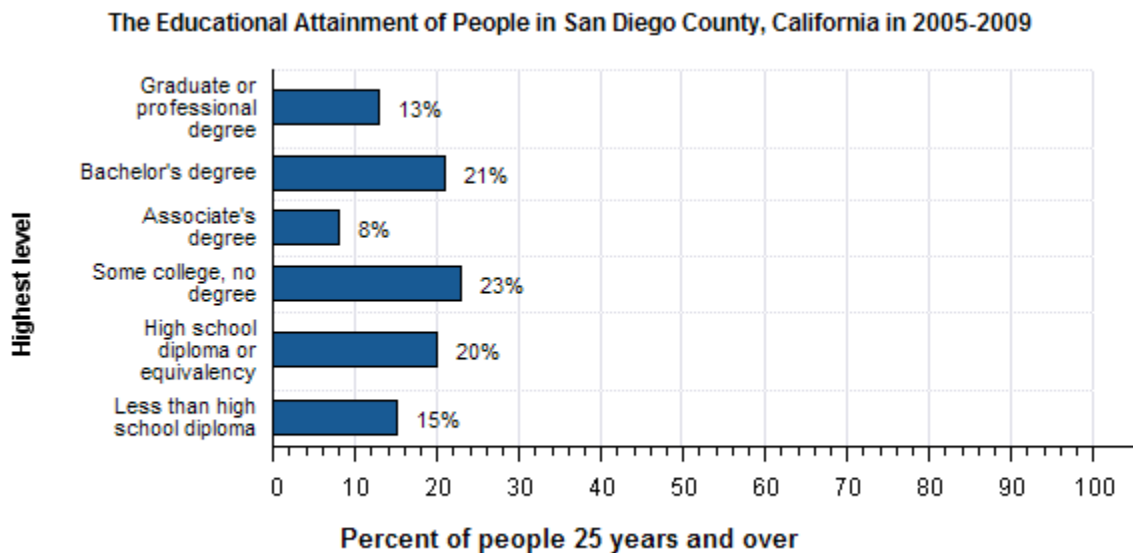
GEOGRAPHIC MOBILITY: In 2005-2009, 82 percent of the people at least one year old living in San Diego County were living in the same residence one year earlier; 12 percent had moved during the past year from another residence in the same county, 2 percent from another county in the same state, 3 percent from another state, and 1 percent from abroad.



Source: American Community Survey, 2005-2009

EDUCATION: In 2005-2009, 85 percent of people 25 years and over had at least graduated from high school and 34 percent had a bachelor's degree or higher. Fifteen percent were dropouts; they were not enrolled in school and had not graduated from high school.

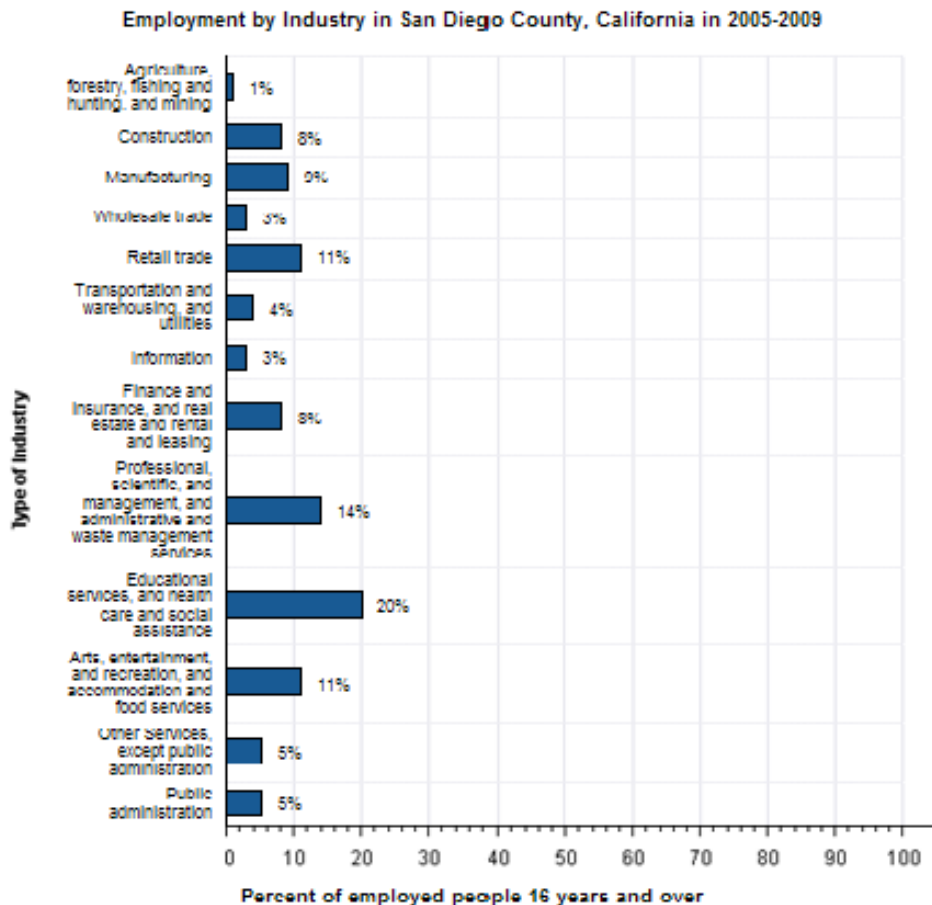
The total school enrollment in San Diego County was 833,000 in 2005-2009. Nursery school and kindergarten enrollment was 90,000 and elementary or high school enrollment was 481,000 children. College or graduate school enrollment was 263,000.



Source: American Community Survey, 2005-2009

DISABILITY: In San Diego County, among people at least five years old in 2005-2009, percent reported a disability. The likelihood of having a disability varied by age - from percent of people 5 to 15 years old, to percent of people 16 to 64 years old, and to percent of those 65 and older.

INDUSTRIES: In 2005-2009, for the employed population 16 years and older, the leading industries in San Diego County were Educational services, and health care, and social assistance, 20 percent, and Professional, scientific, and management, and administrative and waste management services, 14 percent.



Source: American Community Survey, 2005-2009

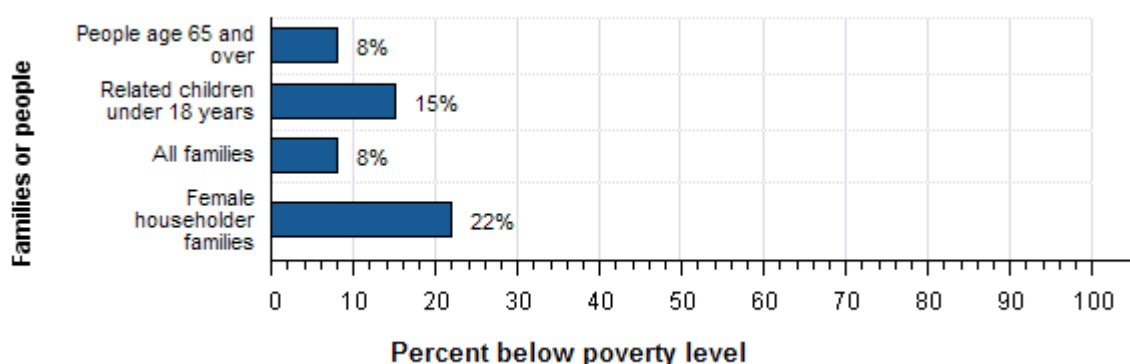
OCCUPATIONS AND TYPE OF EMPLOYER: Among the most common occupations were: Management, professional, and related occupations, 40 percent; Sales and office occupations, 25 percent; Service occupations, 18 percent; Construction, extraction, maintenance, and repair occupations, 9 percent; and Production, transportation, and material moving occupations, 8 percent. Seventy-six percent of the people employed were Private wage and salary workers; 15 percent was Federal, state, or local government workers; and 8 percent was Self-employed in own not incorporated business workers.

TRAVEL TO WORK: Seventy-five percent of San Diego County workers drove to work alone in 2005-2009, 11 percent carpooled, 3 percent took public transportation, and 5 percent used other means. The remaining 6 percent worked at home. Among those who commuted to work, it took them on average 24.8 minutes to get to work.

INCOME: The median income of households in San Diego County was \$62,901. Eighty-three percent of the households received earnings and 17 percent received retirement income other than Social Security. Twenty-three percent of the households received Social Security. The average income from Social Security was \$14,740. These income sources are not mutually exclusive; that is, some households received income from more than one source.

POVERTY AND PARTICIPATION IN GOVERNMENT PROGRAMS: In 2005-2009, 12 percent of people were in poverty. Fifteen percent of related children under 18 were below the poverty level, compared with 8 percent of people 65 years old and over. Eight percent of all families and 22 percent of families with a female householder and no husband present had incomes below the poverty level.

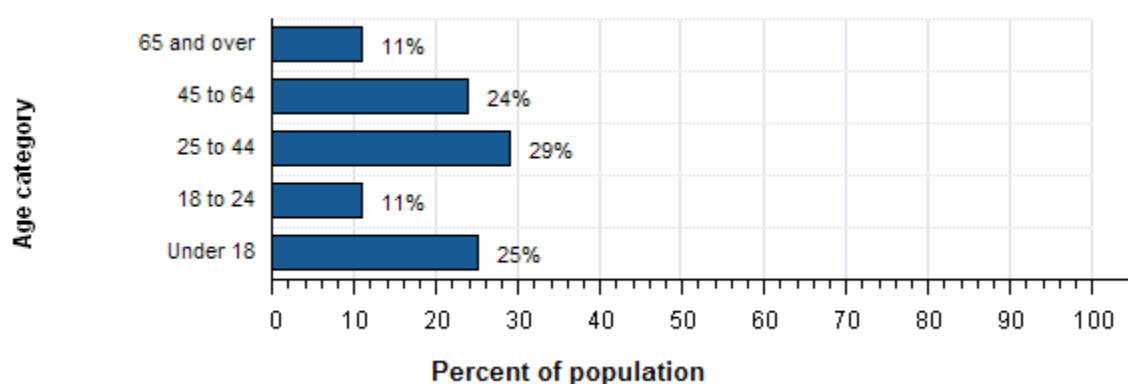
Poverty Rates in San Diego County, California in 2005-2009



Source: American Community Survey, 2005-2009

POPULATION OF SAN DIEGO COUNTY: In 2005-2009, San Diego County had a total population of 3.0 million - 1.5 million (50 percent) females and 1.5 million (50 percent) males. The median age was 34.5 years. Twenty-five percent of the population was under 18 years and 11 percent was 65 years and older.

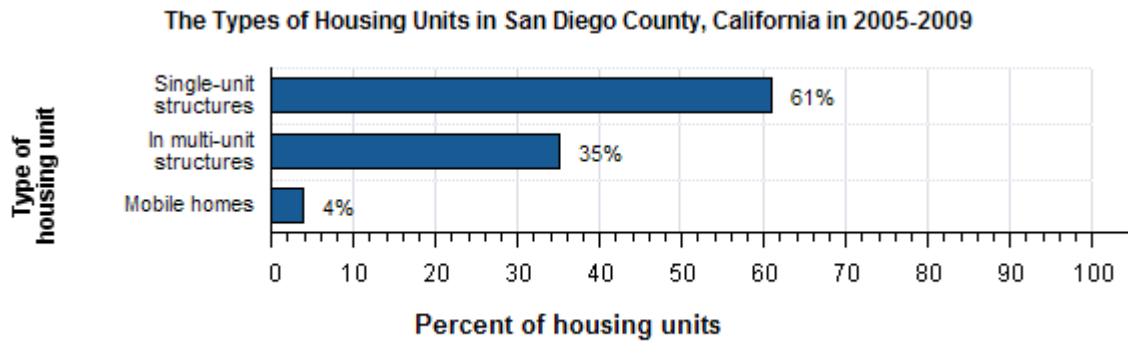
The Age Distribution of People in San Diego County, California in 2005-2009



Source: American Community Survey, 2005-2009

For people reporting one race alone, 71 percent was White; 5 percent was Black or African American; 1 percent was American Indian and Alaska Native; 10 percent was Asian; less than 0.5 percent was Native Hawaiian and Other Pacific Islander, and 9 percent was Some other race. Four percent reported Two or more races. Thirty percent of the people in San Diego County was Hispanic. Fifty-one percent of the people in San Diego County was White non-Hispanic. People of Hispanic origin may be of any race.

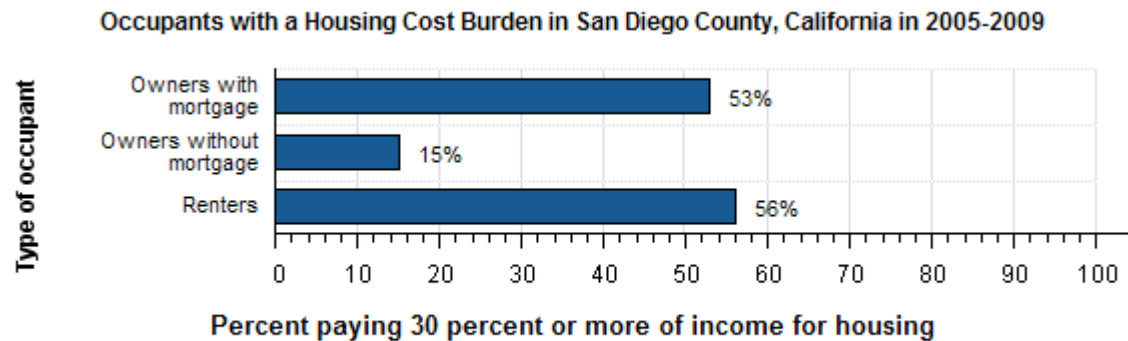
HOUSING CHARACTERISTICS: In 2005-2009, San Diego County had a total of 1.1 million housing units, 8 percent of which were vacant. Of the total housing units, 61 percent was in single-unit structures, 35 percent was in multi-unit structures, and 4 percent was mobile homes. Twenty-two percent of the housing units were built since 1990.



Source: American Community Survey, 2005-2009

OCCUPIED HOUSING UNIT CHARACTERISTICS: In 2005-2009, San Diego County had 1.0 million occupied housing units - 596,000 (57 percent) owner occupied and 449,000 (43 percent) renter occupied. Two percent of the households did not have telephone service and 6 percent of the households did not have access to a car, truck, or van for private use. Multi Vehicle households were not rare. Thirty-nine percent had two vehicles and another 22 percent had three or more.

HOUSING COSTS: The median monthly housing costs for mortgaged owners was \$2,409, non-mortgaged owners \$442, and renters \$1,198. Fifty-three percent of owners with mortgages, 15 percent of owners without mortgages, and 56 percent of renters in San Diego County spent 30 percent or more of household income on housing.



Source: American Community Survey, 2005-2009

Source: U.S. Census Bureau, 2005-2009 American Community Survey

The U.S. Census Bureau's Population Estimates Program produces the [official population estimates for the nation, states, counties and places, and the official estimates of housing units for states and counties](#). The population and housing characteristics included above are derived from the American Community Survey.

Notes:

- Detail may not add to totals due to rounding.
- Percentages are based on unrounded numbers.

NORTH COASTAL REGION DEMOGRAPHICS PROFILE

SRAs:
Carlsbad
Oceanside
Pendleton
San Dieguito
Vista

North Coastal Region

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	537,059	100.00%
Age Distribution		
0 to 4 Years	41,022	7.64%
5 to 14 Years	69,473	12.94%
15 to 24 Years	93,499	17.41%
25 to 44 Years	143,479	26.72%
45 to 64 Years	128,674	23.96%
65+ Years	60,912	11.34%
Gender Distribution		
Male	276,552	51.49%
Female	260,507	48.51%
Race/Ethnicity		
White	316,025	58.84%
Hispanic	149,525	27.84%
Black	22,315	4.16%
Asian	29,851	5.56%
Other	19,343	3.60%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	173,714	100.00%
Household Income		
< \$45,000	76,574	44.08%
\$45,000 to \$75,000	43,173	24.85%
\$75,000 to \$100,000	21,261	12.24%
\$100,000 to \$125,000	12,578	7.24%
> \$125,000	20,128	11.59%

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	256,388
Labor Force	
Percent Unemployed	5.79%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	14,842
Armed Forces	24,609
Employed Civilians	216,937
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	38.73%
Service	17.79%
Sales and Office	25.86%
Farming, Fishing, & Forestry	0.58%
Construction, Extraction, & Maintenance	8.60%
Production, Transportation, & Material Moving	8.44%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.85%
Utilities	0.93%
Construction	7.89%
Manufacturing	10.59%
Wholesale Trade	3.55%
Retail Trade	11.77%
Transportation and Warehousing	2.24%
Information and Communications	2.63%
Finance, Insurance, and Real Estate	7.83%
Professional, Scientific, Management, Admin.	14.28%
Educational, Social and Health Services	16.97%
Entertainment and Hospitality related	10.34%
Other Services	5.39%
Public Administration	4.74%

Education (2009 ACS)

Total Population	
25+ Years Old	306,903
Completed Education	
< High School Graduate	12.77%
High School Graduate	19.61%
Some College or AA	31.44%
Bachelor Degree	23.28%
Graduate Degree	12.89%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	108,050
Private vs Public School Enrollment	
Percent Public Schools	91.70%
Percent Private Schools	8.30%

Language (2009 ACS)

Total Population	
5+ Years Old	447,973
Primary Language Spoken at Home	
English Only	71.66%
Spanish Only	10.85%
Asian/Pacific Island Language Only	1.60%
Other Language Only	0.77%
Bilingual	15.13%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	49.35%
Renter Occupied	50.65%

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.94%
1 Vehicle	29.78%
>1 Vehicle	66.28%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.85%
50 - 74%	1.85%
75 - 99%	3.04%
100 - 124%	3.43%
125 - 149%	4.14%
150% - 199%	8.88%
200% +	74.83%
Percent Below Poverty Level	
Population	8.73%
Families	6.05%
Families With Children	12.34%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	59,965
Families With Children <18 Years	
Percent Single Parent	26.92%

North Coastal Region

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	537,059		
Total Asian Population	22,421	100.0%	4.2%
Asian Indian	1,840	8.2%	0.3%
Bangladeshi	0	0.0%	0.0%
Cambodian	191	0.9%	0.0%
Chinese; except Taiwanese	4,287	19.1%	0.8%
Filipino	8,041	35.9%	1.5%
Hmong	57	0.3%	0.0%
Indonesian	134	0.6%	0.0%
Japanese	2,014	9.0%	0.4%
Korean	2,051	9.1%	0.4%
Laotian	150	0.7%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	23	0.1%	0.0%
Sri Lankan	7	0.0%	0.0%
Taiwanese	320	1.4%	0.1%
Thai	517	2.3%	0.1%
Vietnamese	2,027	9.0%	0.4%
Other Asian	481	2.1%	0.1%
Other Asian; not specified	281	1.3%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	119,494	100.00%
Age Distribution		
0 to 4 Years	6,882	5.76%
5 to 14 Years	14,134	11.83%
15 to 24 Years	15,486	12.96%
25 to 44 Years	27,526	23.04%
45 to 64 Years	35,693	29.87%
65+ Years	19,773	16.55%
Gender Distribution		
Male	57,307	47.96%
Female	62,187	52.04%
Race/Ethnicity		
White	89,285	74.72%
Hispanic	17,815	14.91%
Black	1,782	1.49%
Asian	6,848	5.73%
Other	3,764	3.15%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	44,671	100.00%
Household Income		
< \$45,000	16,846	37.71%
\$45,000 to \$75,000	10,945	24.50%
\$75,000 to \$100,000	6,376	14.27%
\$100,000 to \$125,000	4,115	9.21%
> \$125,000	6,389	14.30%
Income per Person in HH		
Median HH Income	\$59,232	
Persons Per HH	2.66	
Income per Person in HH	\$22,267.67	
Change from County	37.52%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	54,449
Labor Force	
Percent Unemployed	5.22%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,840
Armed Forces	1,268
Employed Civilians	50,341
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	48.45%
Service	12.87%
Sales and Office	27.95%
Farming, Fishing, & Forestry	0.24%
Construction, Extraction, & Maintenance	5.26%
Production, Transportation, & Material Moving	5.22%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.60%
Utilities	1.16%
Construction	6.33%
Manufacturing	11.13%
Wholesale Trade	4.12%
Retail Trade	11.59%
Transportation and Warehousing	2.22%
Information and Communications	3.19%
Finance, Insurance, and Real Estate	9.14%
Professional, Scientific, Management, Admin.	14.82%
Educational, Social and Health Services	17.80%
Entertainment and Hospitality related	10.08%
Other Services	4.24%
Public Administration	3.58%

Education (2009 ACS)

Total Population	
25+ Years Old	74,186
Completed Education	
< High School Graduate	4.84%
High School Graduate	14.84%
Some College or AA	33.03%
Bachelor Degree	30.11%
Graduate Degree	17.17%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	21,889
Private vs Public School Enrollment	
Percent Public Schools	92.02%
Percent Private Schools	7.98%

Language (2009 ACS)

Total Population	
5+ Years Old	99,004
Primary Language Spoken at Home	
English Only	82.61%
Spanish Only	3.76%
Asian/Pacific Island Language Only	1.35%
Other Language Only	0.69%
Bilingual	11.59%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	96.48%
Renter Occupied	3.52%
Housing Costs	
Median House Value	\$175,000
Median Rent	\$1,607

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.26%
1 Vehicle	30.38%
>1 Vehicle	66.35%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.45%
50 - 74%	1.10%
75 - 99%	1.82%
100 - 124%	2.01%
125 - 149%	2.36%
150% - 199%	5.49%
200% +	84.76%
Percent Below Poverty Level	
Population	5.37%
Families	3.59%
Families With Children	5.61%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	13,495
Families With Children <18 Years	
Percent Single Parent	24.07%

Carlsbad SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	119,494		
Total Asian Population	7,456	100.0%	6.2%
Asian Indian	795	10.7%	0.7%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	2,021	27.1%	1.7%
Filipino	1,727	23.2%	1.4%
Hmong	0	0.0%	0.0%
Indonesian	50	0.7%	0.0%
Japanese	917	12.3%	0.8%
Korean	774	10.4%	0.6%
Laotian	29	0.4%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	7	0.1%	0.0%
Taiwanese	106	1.4%	0.1%
Thai	39	0.5%	0.0%
Vietnamese	762	10.2%	0.6%
Other Asian	148	2.0%	0.1%
Other Asian; not specified	81	1.1%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	170,966	100.00%
Age Distribution		
0 to 4 Years	17,254	10.09%
5 to 14 Years	26,156	15.30%
15 to 24 Years	24,662	14.43%
25 to 44 Years	47,486	27.78%
45 to 64 Years	37,264	21.80%
65+ Years	18,144	10.61%
Gender Distribution		
Male	84,683	49.53%
Female	86,283	50.47%
Race/Ethnicity		
White	78,824	46.11%
Hispanic	61,804	36.15%
Black	10,057	5.88%
Asian	12,671	7.41%
Other	7,610	4.45%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	56,164	100.00%
Household Income		
< \$45,000	27,857	49.60%
\$45,000 to \$75,000	14,883	26.50%
\$75,000 to \$100,000	6,743	12.01%
\$100,000 to \$125,000	3,421	6.09%
> \$125,000	3,260	5.80%
Income per Person in HH		
Median HH Income	\$45,397	
Persons Per HH	3.02	
Income per Person in HH	\$15,032.12	
Change from County	-7.17%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	82,701
Labor Force	
Percent Unemployed	7.32%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	6,050
Armed Forces	3,512
Employed Civilians	73,139
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	30.64%
Service	20.37%
Sales and Office	27.02%
Farming, Fishing, & Forestry	0.79%
Construction, Extraction, & Maintenance	10.65%
Production, Transportation, & Material Moving	10.53%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.98%
Utilities	1.16%
Construction	8.31%
Manufacturing	10.88%
Wholesale Trade	3.26%
Retail Trade	13.37%
Transportation and Warehousing	2.54%
Information and Communications	2.31%
Finance, Insurance, and Real Estate	6.59%
Professional, Scientific, Management, Admin.	12.68%
Educational, Social and Health Services	15.56%
Entertainment and Hospitality related	11.17%
Other Services	5.77%
Public Administration	5.41%

Education (2009 ACS)

Total Population	
25+ Years Old	100,760
Completed Education	
< High School Graduate	17.40%
High School Graduate	24.06%
Some College or AA	33.55%
Bachelor Degree	17.26%
Graduate Degree	7.74%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	39,885
Private vs Public School Enrollment	
Percent Public Schools	94.55%
Percent Private Schools	5.45%

Language (2009 ACS)

Total Population	
5+ Years Old	146,414
Primary Language Spoken at Home	
English Only	63.88%
Spanish Only	15.54%
Asian/Pacific Island Language Only	2.21%
Other Language Only	0.80%
Bilingual	17.57%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	99.51%
Renter Occupied	0.49%
Housing Costs	
Median House Value	\$485,173
Median Rent	\$594

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.36%
1 Vehicle	31.62%
>1 Vehicle	63.02%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.03%
50 - 74%	2.34%
75 - 99%	2.83%
100 - 124%	3.66%
125 - 149%	4.76%
150% - 199%	10.16%
200% +	72.22%
Percent Below Poverty Level	
Population	9.20%
Families	6.63%
Families With Children	9.58%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	19,732
Families With Children <18 Years	
Percent Single Parent	31.93%

Oceanside SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	170,966		
Total Asian Population	12,137	100.0%	7.1%
Asian Indian	498	4.1%	0.3%
Bangladeshi	0	0.0%	0.0%
Cambodian	31	0.3%	0.0%
Chinese; except Taiwanese	1,000	8.2%	0.6%
Filipino	5,522	45.5%	3.2%
Hmong	28	0.2%	0.0%
Indonesian	229	1.9%	0.1%
Japanese	1,467	12.1%	0.9%
Korean	566	4.7%	0.3%
Laotian	49	0.4%	0.0%
Malaysian	25	0.2%	0.0%
Pakistani	55	0.5%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	13	0.1%	0.0%
Thai	172	1.4%	0.1%
Vietnamese	1,973	16.3%	1.2%
Other Asian	450	3.7%	0.3%
Other Asian; not specified	59	0.5%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	46,559	100.00%
Age Distribution		
0 to 4 Years	3,434	7.38%
5 to 14 Years	3,959	8.50%
15 to 24 Years	24,381	52.37%
25 to 44 Years	14,074	30.23%
45 to 64 Years	633	1.36%
65+ Years	78	0.17%
Gender Distribution		
Male	35,157	75.51%
Female	11,402	24.49%
Race/Ethnicity		
White	27,398	58.85%
Hispanic	8,855	19.02%
Black	6,258	13.44%
Asian	2,187	4.70%
Other	1,861	4.00%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	5,764	100.00%
Household Income		
< \$45,000	4,256	73.84%
\$45,000 to \$75,000	1,210	20.99%
\$75,000 to \$100,000	213	3.70%
\$100,000 to \$125,000	65	1.13%
> \$125,000	20	0.35%
Income per Person in HH		
Median HH Income	\$31,864	
Persons Per HH	3.64	
Income per Person in HH	\$8,753.85	
Change from County	-45.94%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	23,375
Labor Force	
Percent Unemployed	1.33%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	311
Armed Forces	18,444
Employed Civilians	4,620
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	22.94%
Service	30.71%
Sales and Office	29.22%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	8.38%
Production, Transportation, & Material Moving	8.74%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.63%
Utilities	0.52%
Construction	0.93%
Manufacturing	0.41%
Wholesale Trade	0.71%
Retail Trade	12.55%
Transportation and Warehousing	0.95%
Information and Communications	1.28%
Finance, Insurance, and Real Estate	5.76%
Professional, Scientific, Management, Admin.	11.36%
Educational, Social and Health Services	18.31%
Entertainment and Hospitality related	9.33%
Other Services	4.50%
Public Administration	32.75%

Education (2009 ACS)

Total Population	
25+ Years Old	8,693
Completed Education	
< High School Graduate	1.92%
High School Graduate	36.35%
Some College or AA	48.43%
Bachelor Degree	10.66%
Graduate Degree	2.63%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	6,623
Private vs Public School Enrollment	
Percent Public Schools	97.38%
Percent Private Schools	2.62%

Language (2009 ACS)

Total Population	
5+ Years Old	30,904
Primary Language Spoken at Home	
English Only	80.48%
Spanish Only	2.40%
Asian/Pacific Island Language Only	0.71%
Other Language Only	0.08%
Bilingual	16.32%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	-122.37%
Renter Occupied	222.37%
Housing Costs	
Median House Value	\$175,000
Median Rent	\$1,493

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	0.45%
1 Vehicle	27.32%
>1 Vehicle	72.23%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	1.88%
50 - 74%	1.67%
75 - 99%	5.89%
100 - 124%	6.27%
125 - 149%	8.44%
150% - 199%	16.54%
200% +	59.31%
Percent Below Poverty Level	
Population	9.44%
Families	7.72%
Families With Children	10.45%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	3,963
Families With Children <18 Years	
Percent Single Parent	13.32%

Pendleton SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	46,559		
Total Asian Population	1,554	100.0%	3.3%
Asian Indian	48	3.1%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	39	2.5%	0.1%
Chinese; except Taiwanese	136	8.7%	0.3%
Filipino	721	46.4%	1.5%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	130	8.4%	0.3%
Korean	263	16.9%	0.6%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	74	4.8%	0.2%
Vietnamese	44	2.9%	0.1%
Other Asian	29	1.8%	0.1%
Other Asian; not specified	69	4.4%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	96,788	100.00%
Age Distribution		
0 to 4 Years	4,821	4.98%
5 to 14 Years	10,339	10.68%
15 to 24 Years	13,402	13.85%
25 to 44 Years	23,477	24.26%
45 to 64 Years	31,894	32.95%
65+ Years	12,855	13.28%
Gender Distribution		
Male	47,764	49.35%
Female	49,024	50.65%
Race/Ethnicity		
White	73,910	76.36%
Hispanic	15,484	16.00%
Black	698	0.72%
Asian	4,017	4.15%
Other	2,679	2.77%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	36,394	100.00%
Household Income		
< \$45,000	11,650	32.01%
\$45,000 to \$75,000	7,855	21.58%
\$75,000 to \$100,000	4,729	12.99%
\$100,000 to \$125,000	3,495	9.60%
> \$125,000	8,665	23.81%
Income per Person in HH		
Median HH Income	\$69,477	
Persons Per HH	2.64	
Income per Person in HH	\$26,317.05	
Change from County	62.52%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	47,446
Labor Force	
Percent Unemployed	4.20%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	1,991
Armed Forces	243
Employed Civilians	45,212
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	52.89%
Service	14.46%
Sales and Office	22.89%
Farming, Fishing, & Forestry	0.38%
Construction, Extraction, & Maintenance	4.90%
Production, Transportation, & Material Moving	4.48%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.54%
Utilities	0.38%
Construction	6.20%
Manufacturing	8.86%
Wholesale Trade	3.97%
Retail Trade	9.10%
Transportation and Warehousing	1.87%
Information and Communications	3.37%
Finance, Insurance, and Real Estate	10.18%
Professional, Scientific, Management, Admin.	18.05%
Educational, Social and Health Services	19.86%
Entertainment and Hospitality related	9.79%
Other Services	5.12%
Public Administration	2.71%

Education (2009 ACS)

Total Population	
25+ Years Old	63,124
Completed Education	
< High School Graduate	5.98%
High School Graduate	11.89%
Some College or AA	24.43%
Bachelor Degree	33.97%
Graduate Degree	23.73%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	16,569
Private vs Public School Enrollment	
Percent Public Schools	82.06%
Percent Private Schools	17.94%

Language (2009 ACS)

Total Population	
5+ Years Old	83,365
Primary Language Spoken at Home	
English Only	81.89%
Spanish Only	4.63%
Asian/Pacific Island Language Only	0.87%
Other Language Only	0.98%
Bilingual	11.63%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	48.61%
Renter Occupied	148.61%
Housing Costs	
Median House Value	\$274,200
Median Rent	\$1,019

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.87%
1 Vehicle	27.28%
>1 Vehicle	68.86%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.15%
50 - 74%	1.30%
75 - 99%	2.04%
100 - 124%	1.86%
125 - 149%	2.24%
150% - 199%	6.08%
200% +	83.34%
Percent Below Poverty Level	
Population	6.49%
Families	4.49%
Families With Children	6.65%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	10,925
Families With Children <18 Years	
Percent Single Parent	19.70%

San Dieguito SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	96,788		
Total Asian Population	4,153	100.0%	4.3%
Asian Indian	892	21.5%	0.9%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	1,114	26.8%	1.2%
Filipino	335	8.1%	0.3%
Hmong	0	0.0%	0.0%
Indonesian	10	0.2%	0.0%
Japanese	687	16.5%	0.7%
Korean	359	8.6%	0.4%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	13	0.3%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	167	4.0%	0.2%
Thai	62	1.5%	0.1%
Vietnamese	246	5.9%	0.3%
Other Asian	205	4.9%	0.2%
Other Asian; not specified	63	1.5%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	103,252	100.00%
Age Distribution		
0 to 4 Years	8,631	8.36%
5 to 14 Years	14,885	14.42%
15 to 24 Years	15,568	15.08%
25 to 44 Years	30,916	29.94%
45 to 64 Years	23,190	22.46%
65+ Years	10,062	9.75%
Gender Distribution		
Male	51,641	50.01%
Female	51,611	49.99%
Race/Ethnicity		
White	46,608	45.14%
Hispanic	45,567	44.13%
Black	3,520	3.41%
Asian	4,128	4.00%
Other	3,429	3.32%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	30,721	100.00%
Household Income		
< \$45,000	15,965	51.97%
\$45,000 to \$75,000	8,280	26.95%
\$75,000 to \$100,000	3,200	10.42%
\$100,000 to \$125,000	1,482	4.82%
> \$125,000	1,794	5.84%
Income per Person in HH		
Median HH Income	\$43,573	
Persons Per HH	3.28	
Income per Person in HH	\$13,284.45	
Change from County	-17.96%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	48,417
Labor Force	
Percent Unemployed	7.54%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	3,650
Armed Forces	1,142
Employed Civilians	43,625
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	28.09%
Service	21.22%
Sales and Office	24.23%
Farming, Fishing, & Forestry	0.89%
Construction, Extraction, & Maintenance	12.86%
Production, Transportation, & Material Moving	12.71%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.26%
Utilities	0.91%
Construction	11.48%
Manufacturing	12.33%
Wholesale Trade	3.25%
Retail Trade	11.97%
Transportation and Warehousing	2.29%
Information and Communications	1.90%
Finance, Insurance, and Real Estate	6.19%
Professional, Scientific, Management, Admin.	12.74%
Educational, Social and Health Services	15.23%
Entertainment and Hospitality related	9.93%
Other Services	6.44%
Public Administration	4.08%

Education (2009 ACS)

Total Population	
25+ Years Old	60,140
Completed Education	
< High School Graduate	23.50%
High School Graduate	23.72%
Some College or AA	30.88%
Bachelor Degree	15.53%
Graduate Degree	6.37%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	23,084
Private vs Public School Enrollment	
Percent Public Schools	93.59%
Percent Private Schools	6.41%

Language (2009 ACS)

Total Population	
5+ Years Old	88,286
Primary Language Spoken at Home	
English Only	59.53%
Spanish Only	19.85%
Asian/Pacific Island Language Only	1.85%
Other Language Only	0.83%
Bilingual	17.94%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	59.69%
Renter Occupied	40.31%
Housing Costs	
Median House Value	\$473,575
Median Rent	\$1,202

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.02%
1 Vehicle	28.86%
>1 Vehicle	68.12%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	6.17%
50 - 74%	2.41%
75 - 99%	5.11%
100 - 124%	5.50%
125 - 149%	5.95%
150% - 199%	11.59%
200% +	63.27%
Percent Below Poverty Level	
Population	13.69%
Families	9.38%
Families With Children	13.69%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	11,850
Families With Children <18 Years	
Percent Single Parent	33.01%

Vista SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	103,252		
Total Asian Population	4,083	100.0%	4.0%
Asian Indian	101	2.5%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	185	4.5%	0.2%
Chinese; except Taiwanese	623	15.3%	0.6%
Filipino	1,208	29.6%	1.2%
Hmong	0	0.0%	0.0%
Indonesian	24	0.6%	0.0%
Japanese	491	12.0%	0.5%
Korean	427	10.5%	0.4%
Laotian	32	0.8%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	28	0.7%	0.0%
Vietnamese	734	18.0%	0.7%
Other Asian	206	5.0%	0.2%
Other Asian; not specified	24	0.6%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

NORTH CENTRAL REGION DEMOGRAPHICS PROFILE

SRAs:

Coastal

Del Mar/Mira Mesa

Elliot-Navajo

Kearny Mesa

Miramar

Peninsula

University

North Central Region

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	624,072	100.00%
Age Distribution		
0 to 4 Years	35,799	5.74%
5 to 14 Years	64,931	10.40%
15 to 24 Years	89,378	14.32%
25 to 44 Years	196,074	31.42%
45 to 64 Years	157,020	25.16%
65+ Years	80,870	12.96%
Gender Distribution		
Male	310,176	49.70%
Female	313,896	50.30%
Race/Ethnicity		
White	386,467	61.93%
Hispanic	80,957	12.97%
Black	20,200	3.24%
Asian	106,945	17.14%
Other	29,503	4.73%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	235,414	100.00%
Household Income		
< \$45,000	98,499	41.84%
\$45,000 to \$75,000	60,293	25.61%
\$75,000 to \$100,000	30,643	13.02%
\$100,000 to \$125,000	18,148	7.71%
> \$125,000	27,831	11.82%

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	346,618
Labor Force	
Percent Unemployed	5.26%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	18,239
Armed Forces	16,693
Employed Civilians	311,686
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	52.35%
Service	13.56%
Sales and Office	23.26%
Farming, Fishing, & Forestry	0.18%
Construction, Extraction, & Maintenance	4.96%
Production, Transportation, & Material Moving	5.69%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.32%
Utilities	0.64%
Construction	4.47%
Manufacturing	9.42%
Wholesale Trade	2.43%
Retail Trade	9.13%
Transportation and Warehousing	2.14%
Information and Communications	3.19%
Finance, Insurance, and Real Estate	9.30%
Professional, Scientific, Management, Admin.	18.28%
Educational, Social and Health Services	21.65%
Entertainment and Hospitality related	10.11%
Other Services	4.23%
Public Administration	4.68%

Education (2009 ACS)

Total Population	
25+ Years Old	410,465
Completed Education	
< High School Graduate	6.10%
High School Graduate	14.22%
Some College or AA	28.02%
Bachelor Degree	30.61%
Graduate Degree	21.05%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	101,125
Private vs Public School Enrollment	
Percent Public Schools	86.95%
Percent Private Schools	13.05%

Language (2009 ACS)

Total Population	
5+ Years Old	574,231
Primary Language Spoken at Home	
English Only	73.95%
Spanish Only	2.86%
Asian/Pacific Island Language Only	5.20%
Other Language Only	1.82%
Bilingual	16.18%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	58.30%
Renter Occupied	41.70%

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	4.24%
1 Vehicle	33.62%
>1 Vehicle	62.14%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.79%
50 - 74%	1.56%
75 - 99%	2.67%
100 - 124%	2.60%
125 - 149%	2.78%
150% - 199%	6.01%
200% +	79.59%
Percent Below Poverty Level	
Population	9.02%
Families	4.55%
Families With Children	6.92%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	62,992
Families With Children <18 Years	
Percent Single Parent	23.87%

North Central Region

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	624,072		
Total Asian Population	77,709	100.0%	12.5%
Asian Indian	6,031	7.8%	1.0%
Bangladeshi	47	0.1%	0.0%
Cambodian	748	1.0%	0.1%
Chinese; except Taiwanese	14,027	18.1%	2.2%
Filipino	30,174	38.8%	4.8%
Hmong	192	0.2%	0.0%
Indonesian	252	0.3%	0.0%
Japanese	4,358	5.6%	0.7%
Korean	4,942	6.4%	0.8%
Laotian	850	1.1%	0.1%
Malaysian	30	0.0%	0.0%
Pakistani	838	1.1%	0.1%
Sri Lankan	150	0.2%	0.0%
Taiwanese	691	0.9%	0.1%
Thai	590	0.8%	0.1%
Vietnamese	11,383	14.6%	1.8%
Other Asian	1,457	1.9%	0.2%
Other Asian; not specified	948	1.2%	0.2%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	79,128	100.00%
Age Distribution		
0 to 4 Years	2,591	3.27%
5 to 14 Years	5,130	6.48%
15 to 24 Years	11,505	14.54%
25 to 44 Years	29,281	37.00%
45 to 64 Years	17,918	22.64%
65+ Years	12,703	16.05%
Gender Distribution		
Male	40,151	50.74%
Female	38,977	49.26%
Race/Ethnicity		
White	62,271	78.70%
Hispanic	8,701	11.00%
Black	1,218	1.54%
Asian	3,742	4.73%
Other	3,196	4.04%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	36,760	100.00%
Household Income		
< \$45,000	15,962	43.42%
\$45,000 to \$75,000	8,530	23.20%
\$75,000 to \$100,000	3,717	10.11%
\$100,000 to \$125,000	2,653	7.22%
> \$125,000	5,898	16.04%
Income per Person in HH		
Median HH Income	\$52,351	
Persons Per HH	2.12	
Income per Person in HH	\$24,693.87	
Change from County	52.50%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	48,105
Labor Force	
Percent Unemployed	5.58%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,684
Armed Forces	865
Employed Civilians	44,556
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	56.70%
Service	14.33%
Sales and Office	21.88%
Farming, Fishing, & Forestry	0.31%
Construction, Extraction, & Maintenance	3.76%
Production, Transportation, & Material Moving	3.03%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.46%
Utilities	0.83%
Construction	5.19%
Manufacturing	6.71%
Wholesale Trade	2.78%
Retail Trade	7.25%
Transportation and Warehousing	1.63%
Information and Communications	2.84%
Finance, Insurance, and Real Estate	12.65%
Professional, Scientific, Management, Admin.	19.06%
Educational, Social and Health Services	18.09%
Entertainment and Hospitality related	14.50%
Other Services	4.42%
Public Administration	3.60%

Education (2009 ACS)

Total Population	
25+ Years Old	57,068
Completed Education	
< High School Graduate	2.81%
High School Graduate	9.89%
Some College or AA	22.48%
Bachelor Degree	37.73%
Graduate Degree	27.09%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	8,049
Private vs Public School Enrollment	
Percent Public Schools	76.01%
Percent Private Schools	23.99%

Language (2009 ACS)

Total Population	
5+ Years Old	73,481
Primary Language Spoken at Home	
English Only	84.99%
Spanish Only	1.65%
Asian/Pacific Island Language Only	0.58%
Other Language Only	1.39%
Bilingual	11.39%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	44.09%
Renter Occupied	55.91%
Housing Costs	
Median House Value	\$717,444
Median Rent	\$1,482

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.13%
1 Vehicle	38.54%
>1 Vehicle	56.33%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.41%
50 - 74%	1.64%
75 - 99%	2.26%
100 - 124%	1.80%
125 - 149%	2.25%
150% - 199%	6.06%
200% +	80.58%
Percent Below Poverty Level	
Population	9.31%
Families	2.65%
Families With Children	5.64%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	5,442
Families With Children <18 Years	
Percent Single Parent	23.72%

Coastal SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	79,128		
Total Asian Population	2,951	100.0%	3.7%
Asian Indian	269	9.1%	0.3%
Bangladeshi	0	0.0%	0.0%
Cambodian	108	3.6%	0.1%
Chinese; except Taiwanese	992	33.6%	1.3%
Filipino	529	17.9%	0.7%
Hmong	0	0.0%	0.0%
Indonesian	55	1.9%	0.1%
Japanese	293	9.9%	0.4%
Korean	442	15.0%	0.6%
Laotian	27	0.9%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	13	0.5%	0.0%
Vietnamese	159	5.4%	0.2%
Other Asian	25	0.8%	0.0%
Other Asian; not specified	40	1.4%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	165,794	100.00%
Age Distribution		
0 to 4 Years	10,661	6.43%
5 to 14 Years	20,876	12.59%
15 to 24 Years	23,378	14.10%
25 to 44 Years	46,128	27.82%
45 to 64 Years	49,436	29.82%
65+ Years	15,315	9.24%
Gender Distribution		
Male	82,193	49.58%
Female	83,601	50.42%
Race/Ethnicity		
White	83,235	50.20%
Hispanic	14,914	9.00%
Black	4,328	2.61%
Asian	55,776	33.64%
Other	7,541	4.55%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	53,151	100.00%
Household Income		
< \$45,000	13,815	25.99%
\$45,000 to \$75,000	13,349	25.12%
\$75,000 to \$100,000	9,736	18.32%
\$100,000 to \$125,000	6,158	11.59%
> \$125,000	10,093	18.99%
Income per Person in HH		
Median HH Income	\$73,686	
Persons Per HH	3.1	
Income per Person in HH	\$23,769.68	
Change from County	46.79%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	87,232
Labor Force	
Percent Unemployed	4.70%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	4,098
Armed Forces	1,073
Employed Civilians	82,061
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	58.06%
Service	9.84%
Sales and Office	21.68%
Farming, Fishing, & Forestry	0.10%
Construction, Extraction, & Maintenance	3.80%
Production, Transportation, & Material Moving	6.53%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.20%
Utilities	0.66%
Construction	3.10%
Manufacturing	15.02%
Wholesale Trade	2.50%
Retail Trade	8.12%
Transportation and Warehousing	2.44%
Information and Communications	4.57%
Finance, Insurance, and Real Estate	9.98%
Professional, Scientific, Management, Admin.	19.86%
Educational, Social and Health Services	19.75%
Entertainment and Hospitality related	6.79%
Other Services	3.05%
Public Administration	3.96%

Education (2009 ACS)

Total Population	
25+ Years Old	106,106
Completed Education	
< High School Graduate	5.81%
High School Graduate	11.74%
Some College or AA	24.22%
Bachelor Degree	33.23%
Graduate Degree	24.99%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	32,718
Private vs Public School Enrollment	
Percent Public Schools	89.91%
Percent Private Schools	10.09%

Language (2009 ACS)

Total Population	
5+ Years Old	147,386
Primary Language Spoken at Home	
English Only	62.88%
Spanish Only	1.91%
Asian/Pacific Island Language Only	10.84%
Other Language Only	2.11%
Bilingual	22.25%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	92.65%
Renter Occupied	7.35%
Housing Costs	
Median House Value	\$524,063
Median Rent	\$1,339

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	1.89%
1 Vehicle	23.97%
>1 Vehicle	74.14%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.25%
50 - 74%	0.74%
75 - 99%	1.63%
100 - 124%	1.58%
125 - 149%	2.11%
150% - 199%	3.41%
200% +	88.29%
Percent Below Poverty Level	
Population	4.61%
Families	3.32%
Families With Children	4.03%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	22,197
Families With Children <18 Years	
Percent Single Parent	16.41%

Del Mar-Mira Mesa SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	165,794		
Total Asian Population	53,333	100.0%	32.2%
Asian Indian	4,721	8.9%	2.8%
Bangladeshi	48	0.1%	0.0%
Cambodian	320	0.6%	0.2%
Chinese; except Taiwanese	10,559	19.8%	6.4%
Filipino	20,691	38.8%	12.5%
Hmong	183	0.3%	0.1%
Indonesian	143	0.3%	0.1%
Japanese	2,316	4.3%	1.4%
Korean	3,023	5.7%	1.8%
Laotian	306	0.6%	0.2%
Malaysian	0	0.0%	0.0%
Pakistani	433	0.8%	0.3%
Sri Lankan	44	0.1%	0.0%
Taiwanese	565	1.1%	0.3%
Thai	363	0.7%	0.2%
Vietnamese	8,162	15.3%	4.9%
Other Asian	686	1.3%	0.4%
Other Asian; not specified	770	1.4%	0.5%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	91,899	100.00%
Age Distribution		
0 to 4 Years	5,780	6.29%
5 to 14 Years	10,953	11.92%
15 to 24 Years	10,346	11.26%
25 to 44 Years	24,581	26.75%
45 to 64 Years	24,989	27.19%
65+ Years	15,250	16.59%
Gender Distribution		
Male	44,319	48.23%
Female	47,580	51.77%
Race/Ethnicity		
White	65,030	70.76%
Hispanic	10,492	11.42%
Black	4,025	4.38%
Asian	7,875	8.57%
Other	4,477	4.87%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	34,700	100.00%
Household Income		
< \$45,000	13,277	38.26%
\$45,000 to \$75,000	10,038	28.93%
\$75,000 to \$100,000	4,660	13.43%
\$100,000 to \$125,000	2,763	7.96%
> \$125,000	3,962	11.42%
Income per Person in HH		
Median HH Income	\$56,608	
Persons Per HH	2.63	
Income per Person in HH	\$21,523.95	
Change from County	32.92%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	49,666
Labor Force	
Percent Unemployed	5.09%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,526
Armed Forces	2,695
Employed Civilians	44,445
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	48.62%
Service	13.46%
Sales and Office	26.81%
Farming, Fishing, & Forestry	0.13%
Construction, Extraction, & Maintenance	5.94%
Production, Transportation, & Material Moving	5.04%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.37%
Utilities	0.94%
Construction	5.46%
Manufacturing	6.20%
Wholesale Trade	2.14%
Retail Trade	12.27%
Transportation and Warehousing	2.35%
Information and Communications	2.81%
Finance, Insurance, and Real Estate	9.71%
Professional, Scientific, Management, Admin.	14.65%
Educational, Social and Health Services	22.03%
Entertainment and Hospitality related	9.43%
Other Services	4.27%
Public Administration	7.37%

Education (2009 ACS)

Total Population	
25+ Years Old	63,976
Completed Education	
< High School Graduate	5.02%
High School Graduate	15.66%
Some College or AA	34.56%
Bachelor Degree	27.62%
Graduate Degree	17.15%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	16,496
Private vs Public School Enrollment	
Percent Public Schools	86.13%
Percent Private Schools	13.87%

Language (2009 ACS)

Total Population	
5+ Years Old	88,177
Primary Language Spoken at Home	
English Only	81.84%
Spanish Only	1.84%
Asian/Pacific Island Language Only	2.09%
Other Language Only	2.20%
Bilingual	12.02%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	53.13%
Renter Occupied	46.87%
Housing Costs	
Median House Value	\$500,000
Median Rent	\$1,544

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.26%
1 Vehicle	28.76%
>1 Vehicle	67.98%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.54%
50 - 74%	1.40%
75 - 99%	1.67%
100 - 124%	2.28%
125 - 149%	2.14%
150% - 199%	6.64%
200% +	82.33%
Percent Below Poverty Level	
Population	6.61%
Families	3.69%
Families With Children	5.07%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	11,227
Families With Children <18 Years	
Percent Single Parent	23.43%

Elliot-Navajo SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	91,899		
Total Asian Population	7,209	100.0%	7.8%
Asian Indian	390	5.4%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	48	0.7%	0.1%
Chinese; except Taiwanese	1,304	18.1%	1.4%
Filipino	2,256	31.3%	2.5%
Hmong	13	0.2%	0.0%
Indonesian	20	0.3%	0.0%
Japanese	839	11.6%	0.9%
Korean	836	11.6%	0.9%
Laotian	53	0.7%	0.1%
Malaysian	16	0.2%	0.0%
Pakistani	41	0.6%	0.0%
Sri Lankan	8	0.1%	0.0%
Taiwanese	84	1.2%	0.1%
Thai	75	1.0%	0.1%
Vietnamese	836	11.6%	0.9%
Other Asian	380	5.3%	0.4%
Other Asian; not specified	10	0.1%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	161,633	100.00%
Age Distribution		
0 to 4 Years	10,638	6.58%
5 to 14 Years	18,415	11.39%
15 to 24 Years	19,549	12.09%
25 to 44 Years	51,252	31.71%
45 to 64 Years	39,392	24.37%
65+ Years	22,387	13.85%
Gender Distribution		
Male	79,432	49.14%
Female	82,201	50.86%
Race/Ethnicity		
White	90,795	56.17%
Hispanic	32,444	20.07%
Black	6,809	4.21%
Asian	23,733	14.68%
Other	7,852	4.86%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	60,473	100.00%
Household Income		
< \$45,000	30,476	50.40%
\$45,000 to \$75,000	16,690	27.60%
\$75,000 to \$100,000	6,935	11.47%
\$100,000 to \$125,000	3,308	5.47%
> \$125,000	3,064	5.07%
Income per Person in HH		
Median HH Income	\$44,683	
Persons Per HH	2.61	
Income per Person in HH	\$17,119.92	
Change from County	5.73%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	86,138
Labor Force	
Percent Unemployed	5.71%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	4,916
Armed Forces	2,792
Employed Civilians	78,430
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	42.60%
Service	17.52%
Sales and Office	24.39%
Farming, Fishing, & Forestry	0.21%
Construction, Extraction, & Maintenance	7.37%
Production, Transportation, & Material Moving	7.91%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.44%
Utilities	0.53%
Construction	5.69%
Manufacturing	8.29%
Wholesale Trade	2.89%
Retail Trade	10.06%
Transportation and Warehousing	2.44%
Information and Communications	2.33%
Finance, Insurance, and Real Estate	7.67%
Professional, Scientific, Management, Admin.	17.03%
Educational, Social and Health Services	21.09%
Entertainment and Hospitality related	10.83%
Other Services	5.62%
Public Administration	5.10%

Education (2009 ACS)

Total Population	
25+ Years Old	104,472
Completed Education	
< High School Graduate	10.45%
High School Graduate	19.81%
Some College or AA	32.43%
Bachelor Degree	24.76%
Graduate Degree	12.56%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	27,878
Private vs Public School Enrollment	
Percent Public Schools	88.89%
Percent Private Schools	11.11%

Language (2009 ACS)

Total Population	
5+ Years Old	142,161
Primary Language Spoken at Home	
English Only	73.67%
Spanish Only	5.88%
Asian/Pacific Island Language Only	5.10%
Other Language Only	1.18%
Bilingual	14.17%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	66.99%
Renter Occupied	33.01%
Housing Costs	
Median House Value	\$396,130
Median Rent	\$1,100

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	4.65%
1 Vehicle	35.36%
>1 Vehicle	59.99%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.42%
50 - 74%	2.23%
75 - 99%	4.17%
100 - 124%	3.67%
125 - 149%	3.91%
150% - 199%	8.34%
200% +	73.26%
Percent Below Poverty Level	
Population	10.82%
Families	6.56%
Families With Children	12.08%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	14,720
Families With Children <18 Years	
Percent Single Parent	32.57%

Kearny Mesa SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	161,633		
Total Asian Population	18,714	100.0%	11.6%
Asian Indian	585	3.1%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	145	0.8%	0.1%
Chinese; except Taiwanese	2,757	14.7%	1.7%
Filipino	5,206	27.8%	3.2%
Hmong	418	2.2%	0.3%
Indonesian	122	0.6%	0.1%
Japanese	1,798	9.6%	1.1%
Korean	728	3.9%	0.5%
Laotian	571	3.0%	0.4%
Malaysian	0	0.0%	0.0%
Pakistani	21	0.1%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	79	0.4%	0.0%
Thai	196	1.0%	0.1%
Vietnamese	5,239	28.0%	3.2%
Other Asian	719	3.8%	0.4%
Other Asian; not specified	130	0.7%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	5,411	100.00%
Age Distribution		
0 to 4 Years	426	7.87%
5 to 14 Years	539	9.96%
15 to 24 Years	3,283	60.67%
25 to 44 Years	1,119	20.68%
45 to 64 Years	41	0.76%
65+ Years	3	0.06%
Gender Distribution		
Male	4,155	76.79%
Female	1,256	23.21%
Race/Ethnicity		
White	2,950	54.52%
Hispanic	1,208	22.32%
Black	661	12.22%
Asian	366	6.76%
Other	226	4.18%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	547	100.00%
Household Income		
< \$45,000	361	66.00%
\$45,000 to \$75,000	167	30.53%
\$75,000 to \$100,000	6	1.10%
\$100,000 to \$125,000	11	2.01%
> \$125,000	2	0.37%
Income per Person in HH		
Median HH Income	\$36,645	
Persons Per HH	3.76	
Income per Person in HH	\$9,746.01	
Change from County	-39.81%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	4,026
Labor Force	
Percent Unemployed	0.89%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	36
Armed Forces	3,492
Employed Civilians	498
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	31.93%
Service	5.82%
Sales and Office	33.73%
Farming, Fishing, & Forestry	2.41%
Construction, Extraction, & Maintenance	21.49%
Production, Transportation, & Material Moving	4.62%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	2.41%
Utilities	0.00%
Construction	0.00%
Manufacturing	3.61%
Wholesale Trade	2.21%
Retail Trade	15.46%
Transportation and Warehousing	0.00%
Information and Communications	0.00%
Finance, Insurance, and Real Estate	3.41%
Professional, Scientific, Management, Admin.	7.23%
Educational, Social and Health Services	10.44%
Entertainment and Hospitality related	1.41%
Other Services	12.25%
Public Administration	41.57%

Education (2009 ACS)

Total Population	
25+ Years Old	1,429
Completed Education	
< High School Graduate	1.61%
High School Graduate	41.36%
Some College or AA	46.33%
Bachelor Degree	8.47%
Graduate Degree	2.24%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	750
Private vs Public School Enrollment	
Percent Public Schools	88.89%
Percent Private Schools	11.11%

Language (2009 ACS)

Total Population	
5+ Years Old	5,180
Primary Language Spoken at Home	
English Only	86.83%
Spanish Only	1.85%
Asian/Pacific Island Language Only	0.50%
Other Language Only	0.00%
Bilingual	10.81%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	-2896.11%
Renter Occupied	2996.11%
Housing Costs	
Median House Value	\$692,550
Median Rent	\$1,574

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	0.00%
1 Vehicle	47.30%
>1 Vehicle	52.70%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	0.96%
50 - 74%	5.81%
75 - 99%	16.46%
100 - 124%	0.00%
125 - 149%	2.17%
150% - 199%	26.55%
200% +	48.05%
Percent Below Poverty Level	
Population	23.23%
Families	18.81%
Families With Children	20.78%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	361
Families With Children <18 Years	
Percent Single Parent	27.15%

Miramar SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	5,411		
Total Asian Population	124	100.0%	2.3%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	7	5.5%	0.1%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	87	70.1%	1.6%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	0	0.0%	0.0%
Korean	12	9.4%	0.2%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	12	9.4%	0.2%
Other Asian; not specified	7	5.5%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	57,953	100.00%
Age Distribution		
0 to 4 Years	2,948	5.09%
5 to 14 Years	4,849	8.37%
15 to 24 Years	8,427	14.54%
25 to 44 Years	21,001	36.24%
45 to 64 Years	13,085	22.58%
65+ Years	7,643	13.19%
Gender Distribution		
Male	29,654	51.17%
Female	28,299	48.83%
Race/Ethnicity		
White	43,918	75.78%
Hispanic	7,281	12.56%
Black	1,827	3.15%
Asian	2,005	3.46%
Other	2,922	5.04%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	25,563	100.00%
Household Income		
< \$45,000	13,600	53.20%
\$45,000 to \$75,000	5,691	22.26%
\$75,000 to \$100,000	2,652	10.37%
\$100,000 to \$125,000	1,478	5.78%
> \$125,000	2,142	8.38%
Income per Person in HH		
Median HH Income	\$42,527	
Persons Per HH	2.12	
Income per Person in HH	\$20,059.91	
Change from County	23.88%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	38,911
Labor Force	
Percent Unemployed	4.70%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	1,828
Armed Forces	5,483
Employed Civilians	31,600
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	48.34%
Service	16.08%
Sales and Office	24.46%
Farming, Fishing, & Forestry	0.30%
Construction, Extraction, & Maintenance	5.49%
Production, Transportation, & Material Moving	5.33%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.32%
Utilities	0.50%
Construction	5.30%
Manufacturing	5.53%
Wholesale Trade	1.72%
Retail Trade	9.72%
Transportation and Warehousing	2.15%
Information and Communications	2.55%
Finance, Insurance, and Real Estate	8.23%
Professional, Scientific, Management, Admin.	17.05%
Educational, Social and Health Services	22.18%
Entertainment and Hospitality related	14.78%
Other Services	5.09%
Public Administration	4.88%

Education (2009 ACS)

Total Population	
25+ Years Old	42,178
Completed Education	
< High School Graduate	5.33%
High School Graduate	14.74%
Some College or AA	31.05%
Bachelor Degree	30.67%
Graduate Degree	18.22%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	7,727
Private vs Public School Enrollment	
Percent Public Schools	83.33%
Percent Private Schools	16.67%

Language (2009 ACS)

Total Population	
5+ Years Old	59,831
Primary Language Spoken at Home	
English Only	85.06%
Spanish Only	2.59%
Asian/Pacific Island Language Only	0.46%
Other Language Only	1.54%
Bilingual	10.35%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	26.77%
Renter Occupied	73.23%
Housing Costs	
Median House Value	\$331,700
Median Rent	\$1,206

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	6.10%
1 Vehicle	41.00%
>1 Vehicle	52.90%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.20%
50 - 74%	1.57%
75 - 99%	3.30%
100 - 124%	4.55%
125 - 149%	3.64%
150% - 199%	6.36%
200% +	75.39%
Percent Below Poverty Level	
Population	10.07%
Families	4.63%
Families With Children	7.27%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	5,143
Families With Children <18 Years	
Percent Single Parent	33.99%

Peninsula SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	57,953		
Total Asian Population	1,634	100.0%	2.8%
Asian Indian	69	4.2%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	167	10.2%	0.3%
Filipino	642	39.3%	1.1%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	264	16.2%	0.5%
Korean	333	20.4%	0.6%
Laotian	7	0.5%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	20	1.2%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	12	0.7%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	119	7.3%	0.2%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	62,254	100.00%
Age Distribution		
0 to 4 Years	2,755	4.43%
5 to 14 Years	4,169	6.70%
15 to 24 Years	12,890	20.71%
25 to 44 Years	22,712	36.48%
45 to 64 Years	12,159	19.53%
65+ Years	7,569	12.16%
Gender Distribution		
Male	30,272	48.63%
Female	31,982	51.37%
Race/Ethnicity		
White	38,268	61.47%
Hispanic	5,917	9.50%
Black	1,332	2.14%
Asian	13,448	21.60%
Other	3,289	5.28%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	24,220	100.00%
Household Income		
< \$45,000	11,008	45.45%
\$45,000 to \$75,000	5,828	24.06%
\$75,000 to \$100,000	2,937	12.13%
\$100,000 to \$125,000	1,777	7.34%
> \$125,000	2,670	11.02%
Income per Person in HH		
Median HH Income	\$50,103	
Persons Per HH	2.41	
Income per Person in HH	\$20,789.63	
Change from County	28.39%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	32,540
Labor Force	
Percent Unemployed	6.61%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,151
Armed Forces	293
Employed Civilians	30,096
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	65.79%
Service	9.88%
Sales and Office	20.01%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	1.40%
Production, Transportation, & Material Moving	2.92%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.00%
Utilities	0.33%
Construction	1.66%
Manufacturing	10.06%
Wholesale Trade	1.73%
Retail Trade	6.95%
Transportation and Warehousing	1.01%
Information and Communications	3.51%
Finance, Insurance, and Real Estate	7.37%
Professional, Scientific, Management, Admin.	22.98%
Educational, Social and Health Services	32.67%
Entertainment and Hospitality related	7.03%
Other Services	2.41%
Public Administration	2.31%

Education (2009 ACS)

Total Population	
25+ Years Old	35,236
Completed Education	
< High School Graduate	2.47%
High School Graduate	7.82%
Some College or AA	19.10%
Bachelor Degree	34.81%
Graduate Degree	35.80%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	7,507
Private vs Public School Enrollment	
Percent Public Schools	83.52%
Percent Private Schools	16.48%

Language (2009 ACS)

Total Population	
5+ Years Old	58,015
Primary Language Spoken at Home	
English Only	64.14%
Spanish Only	1.29%
Asian/Pacific Island Language Only	6.99%
Other Language Only	3.01%
Bilingual	24.56%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	37.99%
Renter Occupied	62.01%
Housing Costs	
Median House Value	\$539,136
Median Rent	\$1,486

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	6.67%
1 Vehicle	42.38%
>1 Vehicle	50.95%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	14.61%
50 - 74%	2.17%
75 - 99%	2.87%
100 - 124%	2.42%
125 - 149%	2.62%
150% - 199%	5.06%
200% +	70.26%
Percent Below Poverty Level	
Population	19.65%
Families	6.73%
Families With Children	9.23%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	3,902
Families With Children <18 Years	
Percent Single Parent	21.35%

University SRA

Asian Population Distribution (2009 ACS)*

	Number	Percent of Asian Population	Percent of Total Population
Total Population	62,254		
Total Asian Population	18,474	100.0%	29.7%
Asian Indian	2,454	13.3%	3.9%
Bangladeshi	0	0.0%	0.0%
Cambodian	82	0.4%	0.1%
Chinese; except Taiwanese	7,134	38.6%	11.5%
Filipino	986	5.3%	1.6%
Hmong	0	0.0%	0.0%
Indonesian	21	0.1%	0.0%
Japanese	1,765	9.6%	2.8%
Korean	3,074	16.6%	4.9%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	37	0.2%	0.1%
Sri Lankan	27	0.1%	0.0%
Taiwanese	495	2.7%	0.8%
Thai	110	0.6%	0.2%
Vietnamese	1,326	7.2%	2.1%
Other Asian	803	4.3%	1.3%
Other Asian; not specified	161	0.9%	0.3%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

CENTRAL REGION DEMOGRAPHICS PROFILE

SRAs:

Central San Diego

Mid City

Southeastern San Diego

Central Region Profile

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	513,543	100.00%
Age Distribution		
0 to 4 Years	39,033	7.60%
5 to 14 Years	68,957	13.43%
15 to 24 Years	81,688	15.91%
25 to 44 Years	168,692	32.85%
45 to 64 Years	109,709	21.36%
65+ Years	45,464	8.85%
Gender Distribution		
Male	259,962	50.62%
Female	253,581	49.38%
Race/Ethnicity		
White	136,960	26.67%
Hispanic	217,231	42.30%
Black	66,329	12.92%
Asian	71,458	13.91%
Other	21,565	4.20%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	174,050	100.00%
Household Income		
< \$45,000	112,408	64.58%
\$45,000 to \$75,000	36,274	20.84%
\$75,000 to \$100,000	12,228	7.03%
\$100,000 to \$125,000	5,833	3.35%
> \$125,000	7,307	4.20%

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	242,765
Labor Force	
Percent Unemployed	7.16%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	17,376
Armed Forces	9,933
Employed Civilians	215,456
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	32.96%
Service	22.98%
Sales and Office	24.46%
Farming, Fishing, & Forestry	0.26%
Construction, Extraction, & Maintenance	9.79%
Production, Transportation, & Material Moving	9.54%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.41%
Utilities	0.64%
Construction	7.36%
Manufacturing	7.71%
Wholesale Trade	2.32%
Retail Trade	10.27%
Transportation and Warehousing	3.45%
Information and Communications	2.30%
Finance, Insurance, and Real Estate	6.58%
Professional, Scientific, Management, Admin.	14.18%
Educational, Social and Health Services	19.18%
Entertainment and Hospitality related	14.18%
Other Services	6.08%
Public Administration	5.34%

Education (2009 ACS)

Total Population	
25+ Years Old	300,675
Completed Education	
< High School Graduate	22.84%
High School Graduate	21.83%
Some College or AA	28.66%
Bachelor Degree	17.05%
Graduate Degree	9.62%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	108,253
Private vs Public School Enrollment	
Percent Public Schools	95.27%
Percent Private Schools	4.73%

Language (2009 ACS)

Total Population	
5+ Years Old	437,559
Primary Language Spoken at Home	
English Only	52.27%
Spanish Only	17.85%
Asian/Pacific Island Language Only	5.53%
Other Language Only	1.31%
Bilingual	23.05%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	83.55%
Renter Occupied	16.45%

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	11.78%
1 Vehicle	42.04%
>1 Vehicle	46.18%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	9.07%
50 - 74%	4.45%
75 - 99%	6.72%
100 - 124%	6.87%
125 - 149%	6.54%
150% - 199%	11.12%
200% +	55.22%
Percent Below Poverty Level	
Population	20.24%
Families	16.20%
Families With Children	23.57%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	52,000
Families With Children <18 Years	
Percent Single Parent	41.30%

Central Region

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	513,543		
Total Asian Population	19,794	100.0%	3.9%
Asian Indian	697	3.5%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	147	0.7%	0.0%
Chinese; except Taiwanese	2,856	14.4%	0.6%
Filipino	5,841	29.5%	1.1%
Hmong	425	2.1%	0.1%
Indonesian	133	0.7%	0.0%
Japanese	1,880	9.5%	0.4%
Korean	740	3.7%	0.1%
Laotian	580	2.9%	0.1%
Malaysian	0	0.0%	0.0%
Pakistani	22	0.1%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	80	0.4%	0.0%
Thai	199	1.0%	0.0%
Vietnamese	5,333	26.9%	1.0%
Other Asian	730	3.7%	0.1%
Other Asian; not specified	132	0.7%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	176,679	100.00%
Age Distribution		
0 to 4 Years	11,329	6.41%
5 to 14 Years	19,760	11.18%
15 to 24 Years	20,459	11.58%
25 to 44 Years	64,639	36.59%
45 to 64 Years	43,115	24.40%
65+ Years	17,377	9.84%
Gender Distribution		
Male	94,264	53.35%
Female	82,415	46.65%
Race/Ethnicity		
White	73,416	41.55%
Hispanic	75,850	42.93%
Black	13,431	7.60%
Asian	7,376	4.17%
Other	6,606	3.74%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	77,035	100.00%
Household Income		
< \$45,000	49,999	64.90%
\$45,000 to \$75,000	15,140	19.65%
\$75,000 to \$100,000	5,139	6.67%
\$100,000 to \$125,000	2,704	3.51%
> \$125,000	4,053	5.26%
Income per Person in HH		
Median HH Income	\$33,102	
Persons Per HH	2.14	
Income per Person in HH	\$15,468.22	
Change from County	-4.47%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	94,829
Labor Force	
Percent Unemployed	6.19%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	5,869
Armed Forces	6,665
Employed Civilians	82,295
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	43.89%
Service	17.76%
Sales and Office	24.69%
Farming, Fishing, & Forestry	0.20%
Construction, Extraction, & Maintenance	7.25%
Production, Transportation, & Material Moving	6.23%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.31%
Utilities	0.46%
Construction	5.95%
Manufacturing	6.32%
Wholesale Trade	2.08%
Retail Trade	9.79%
Transportation and Warehousing	2.51%
Information and Communications	3.13%
Finance, Insurance, and Real Estate	8.70%
Professional, Scientific, Management, Admin.	17.03%
Educational, Social and Health Services	19.18%
Entertainment and Hospitality related	13.57%
Other Services	5.89%
Public Administration	5.09%

Education (2009 ACS)

Total Population	
25+ Years Old	116,476
Completed Education	
< High School Graduate	14.77%
High School Graduate	18.20%
Some College or AA	29.00%
Bachelor Degree	22.64%
Graduate Degree	15.39%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	30,137
Private vs Public School Enrollment	
Percent Public Schools	93.55%
Percent Private Schools	6.45%

Language (2009 ACS)

Total Population	
5+ Years Old	148,732
Primary Language Spoken at Home	
English Only	65.19%
Spanish Only	14.32%
Asian/Pacific Island Language Only	1.41%
Other Language Only	1.26%
Bilingual	17.81%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	99.23%
Renter Occupied	0.77%
Housing Costs	
Median House Value	\$758,807
Median Rent	\$973

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	14.77%
1 Vehicle	50.41%
>1 Vehicle	34.81%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	8.51%
50 - 74%	4.04%
75 - 99%	6.53%
100 - 124%	6.35%
125 - 149%	6.48%
150% - 199%	9.53%
200% +	58.55%
Percent Below Poverty Level	
Population	19.08%
Families	13.40%
Families With Children	22.49%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	11,705
Families With Children <18 Years	
Percent Single Parent	41.60%

Central San Diego SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	176,679		
Total Asian Population	8,214	100.0%	4.6%
Asian Indian	820	10.0%	0.5%
Bangladeshi	0	0.0%	0.0%
Cambodian	135	1.6%	0.1%
Chinese; except Taiwanese	1,612	19.6%	0.9%
Filipino	2,453	29.9%	1.4%
Hmong	9	0.1%	0.0%
Indonesian	17	0.2%	0.0%
Japanese	598	7.3%	0.3%
Korean	675	8.2%	0.4%
Laotian	113	1.4%	0.1%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	109	1.3%	0.1%
Thai	457	5.6%	0.3%
Vietnamese	796	9.7%	0.5%
Other Asian	229	2.8%	0.1%
Other Asian; not specified	192	2.3%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	172,848	100.00%
Age Distribution		
0 to 4 Years	14,091	8.15%
5 to 14 Years	25,276	14.62%
15 to 24 Years	31,049	17.96%
25 to 44 Years	57,431	33.23%
45 to 64 Years	31,920	18.47%
65+ Years	13,081	7.57%
Gender Distribution		
Male	85,750	49.61%
Female	87,098	50.39%
Race/Ethnicity		
White	47,180	27.30%
Hispanic	70,578	40.83%
Black	21,659	12.53%
Asian	25,175	14.56%
Other	8,256	4.78%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	55,592	100.00%
Household Income		
< \$45,000	39,188	70.49%
\$45,000 to \$75,000	10,051	18.08%
\$75,000 to \$100,000	3,072	5.53%
\$100,000 to \$125,000	1,486	2.67%
> \$125,000	1,795	3.23%
Income per Person in HH		
Median HH Income	\$29,284	
Persons Per HH	2.99	
Income per Person in HH	\$9,793.98	
Change from County	-39.52%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	78,276
Labor Force	
Percent Unemployed	7.95%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	6,226
Armed Forces	1,456
Employed Civilians	70,594
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	28.99%
Service	25.39%
Sales and Office	23.11%
Farming, Fishing, & Forestry	0.25%
Construction, Extraction, & Maintenance	10.74%
Production, Transportation, & Material Moving	11.52%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.37%
Utilities	0.88%
Construction	8.00%
Manufacturing	8.84%
Wholesale Trade	2.14%
Retail Trade	10.94%
Transportation and Warehousing	3.13%
Information and Communications	1.92%
Finance, Insurance, and Real Estate	5.51%
Professional, Scientific, Management, Admin.	13.98%
Educational, Social and Health Services	17.70%
Entertainment and Hospitality related	15.69%
Other Services	6.60%
Public Administration	4.32%

Education (2009 ACS)

Total Population	
25+ Years Old	93,358
Completed Education	
< High School Graduate	25.78%
High School Graduate	23.37%
Some College or AA	26.88%
Bachelor Degree	15.26%
Graduate Degree	8.71%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	39,882
Private vs Public School Enrollment	
Percent Public Schools	95.10%
Percent Private Schools	4.90%

Language (2009 ACS)

Total Population	
5+ Years Old	146,085
Primary Language Spoken at Home	
English Only	50.57%
Spanish Only	16.17%
Asian/Pacific Island Language Only	7.33%
Other Language Only	1.87%
Bilingual	24.06%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	98.99%
Renter Occupied	1.01%
Housing Costs	
Median House Value	\$543,112
Median Rent	\$1,066

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	11.73%
1 Vehicle	41.67%
>1 Vehicle	46.60%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	10.85%
50 - 74%	5.20%
75 - 99%	7.37%
100 - 124%	7.31%
125 - 149%	7.26%
150% - 199%	11.41%
200% +	50.61%
Percent Below Poverty Level	
Population	23.42%
Families	18.77%
Families With Children	27.05%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	19,496
Families With Children <18 Years	
Percent Single Parent	43.75%

Mid City SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	172,848		
Total Asian Population	21,178	100.0%	12.3%
Asian Indian	126	0.6%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	2,356	11.1%	1.4%
Chinese; except Taiwanese	2,281	10.8%	1.3%
Filipino	2,162	10.2%	1.3%
Hmong	80	0.4%	0.0%
Indonesian	11	0.1%	0.0%
Japanese	547	2.6%	0.3%
Korean	372	1.8%	0.2%
Laotian	1,426	6.7%	0.8%
Malaysian	0	0.0%	0.0%
Pakistani	10	0.0%	0.0%
Sri Lankan	11	0.1%	0.0%
Taiwanese	28	0.1%	0.0%
Thai	215	1.0%	0.1%
Vietnamese	10,845	51.2%	6.3%
Other Asian	497	2.3%	0.3%
Other Asian; not specified	212	1.0%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	164,016	100.00%
Age Distribution		
0 to 4 Years	13,613	8.30%
5 to 14 Years	23,921	14.58%
15 to 24 Years	30,180	18.40%
25 to 44 Years	46,622	28.43%
45 to 64 Years	34,674	21.14%
65+ Years	15,006	9.15%
Gender Distribution		
Male	79,948	48.74%
Female	84,068	51.26%
Race/Ethnicity		
White	16,364	9.98%
Hispanic	70,803	43.17%
Black	31,239	19.05%
Asian	38,907	23.72%
Other	6,703	4.09%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	41,423	100.00%
Household Income		
< \$45,000	23,221	56.06%
\$45,000 to \$75,000	11,083	26.76%
\$75,000 to \$100,000	4,017	9.70%
\$100,000 to \$125,000	1,643	3.97%
> \$125,000	1,459	3.52%
Income per Person in HH		
Median HH Income	\$40,279	
Persons Per HH	3.93	
Income per Person in HH	\$10,249.11	
Change from County	-36.71%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	69,660
Labor Force	
Percent Unemployed	7.58%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	5,281
Armed Forces	1,812
Employed Civilians	62,567
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	23.08%
Service	27.12%
Sales and Office	25.70%
Farming, Fishing, & Forestry	0.35%
Construction, Extraction, & Maintenance	12.06%
Production, Transportation, & Material Moving	11.68%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.58%
Utilities	0.60%
Construction	8.50%
Manufacturing	8.25%
Wholesale Trade	2.85%
Retail Trade	10.16%
Transportation and Warehousing	5.06%
Information and Communications	1.63%
Finance, Insurance, and Real Estate	5.01%
Professional, Scientific, Management, Admin.	10.65%
Educational, Social and Health Services	20.85%
Entertainment and Hospitality related	13.27%
Other Services	5.77%
Public Administration	6.83%

Education (2009 ACS)

Total Population	
25+ Years Old	90,841
Completed Education	
< High School Graduate	30.17%
High School Graduate	24.89%
Some College or AA	30.05%
Bachelor Degree	11.74%
Graduate Degree	3.15%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	38,234
Private vs Public School Enrollment	
Percent Public Schools	96.15%
Percent Private Schools	3.85%

Language (2009 ACS)

Total Population	
5+ Years Old	142,742
Primary Language Spoken at Home	
English Only	40.54%
Spanish Only	23.24%
Asian/Pacific Island Language Only	7.98%
Other Language Only	0.78%
Bilingual	27.46%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	58.80%
Renter Occupied	41.20%
Housing Costs	
Median House Value	\$396,130
Median Rent	\$1,158

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	6.66%
1 Vehicle	28.08%
>1 Vehicle	65.26%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	7.84%
50 - 74%	4.10%
75 - 99%	6.24%
100 - 124%	6.93%
125 - 149%	5.89%
150% - 199%	12.36%
200% +	56.64%
Percent Below Poverty Level	
Population	18.18%
Families	15.82%
Families With Children	20.91%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	20,799
Families With Children <18 Years	
Percent Single Parent	38.85%

Southeast San Diego SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	164,016		
Total Asian Population	31,608	100.0%	19.3%
Asian Indian	258	0.8%	0.2%
Bangladeshi	0	0.0%	0.0%
Cambodian	335	1.1%	0.2%
Chinese; except Taiwanese	272	0.9%	0.2%
Filipino	25,511	80.7%	15.6%
Hmong	98	0.3%	0.1%
Indonesian	24	0.1%	0.0%
Japanese	406	1.3%	0.2%
Korean	123	0.4%	0.1%
Laotian	2,353	7.4%	1.4%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	26	0.1%	0.0%
Thai	153	0.5%	0.1%
Vietnamese	1,438	4.5%	0.9%
Other Asian	523	1.7%	0.3%
Other Asian; not specified	88	0.3%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

SOUTH REGION DEMOGRAPHICS PROFILE

SRAs:

Chula Vista

Coronado

National City

South Bay

Sweetwater

South Region Profile

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	460,739	100.00%
Age Distribution		
0 to 4 Years	42,221	9.16%
5 to 14 Years	63,459	13.77%
15 to 24 Years	75,988	16.49%
25 to 44 Years	129,767	28.16%
45 to 64 Years	100,910	21.90%
65+ Years	48,394	10.50%
Gender Distribution		
Male	228,678	49.63%
Female	232,061	50.37%
Race/Ethnicity		
White	113,109	24.55%
Hispanic	250,333	54.33%
Black	20,306	4.41%
Asian	61,723	13.40%
Other	15,268	3.31%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	131,588	100.00%
Household Income		
< \$45,000	66,999	50.92%
\$45,000 to \$75,000	33,209	25.24%
\$75,000 to \$100,000	14,672	11.15%
\$100,000 to \$125,000	7,449	5.66%
> \$125,000	9,259	7.04%

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	203,490
Labor Force	
Percent Unemployed	7.38%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	15,021
Armed Forces	13,096
Employed Civilians	175,373
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	29.36%
Service	20.45%
Sales and Office	28.85%
Farming, Fishing, & Forestry	0.40%
Construction, Extraction, & Maintenance	10.38%
Production, Transportation, & Material Moving	10.57%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.56%
Utilities	0.61%
Construction	7.54%
Manufacturing	8.35%
Wholesale Trade	3.22%
Retail Trade	12.53%
Transportation and Warehousing	4.58%
Information and Communications	2.09%
Finance, Insurance, and Real Estate	7.00%
Professional, Scientific, Management, Admin.	9.32%
Educational, Social and Health Services	20.52%
Entertainment and Hospitality related	9.80%
Other Services	5.44%
Public Administration	8.45%

Education (2009 ACS)

Total Population	
25+ Years Old	265,025
Completed Education	
< High School Graduate	24.23%
High School Graduate	22.84%
Some College or AA	31.01%
Bachelor Degree	15.03%
Graduate Degree	6.89%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	99,845
Private vs Public School Enrollment	
Percent Public Schools	93.21%
Percent Private Schools	6.79%

Language (2009 ACS)

Total Population	
5+ Years Old	398,045
Primary Language Spoken at Home	
English Only	40.27%
Spanish Only	20.31%
Asian/Pacific Island Language Only	3.67%
Other Language Only	0.36%
Bilingual	35.40%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	55.79%
Renter Occupied	44.21%

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	7.65%
1 Vehicle	30.11%
>1 Vehicle	62.24%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.84%
50 - 74%	3.44%
75 - 99%	4.75%
100 - 124%	5.27%
125 - 149%	4.81%
150% - 199%	10.48%
200% +	66.41%
Percent Below Poverty Level	
Population	13.03%
Families	10.47%
Families With Children	14.85%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	58,786
Families With Children <18 Years	
Percent Single Parent	34.47%

South Region

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	460,739		
Total Asian Population	27,303	100.0%	5.9%
Asian Indian	365	1.3%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	2,511	9.2%	0.5%
Chinese; except Taiwanese	2,853	10.4%	0.6%
Filipino	4,789	17.5%	1.0%
Hmong	87	0.3%	0.0%
Indonesian	11	0.0%	0.0%
Japanese	1,222	4.5%	0.3%
Korean	541	2.0%	0.1%
Laotian	1,478	5.4%	0.3%
Malaysian	0	0.0%	0.0%
Pakistani	47	0.2%	0.0%
Sri Lankan	11	0.0%	0.0%
Taiwanese	28	0.1%	0.0%
Thai	415	1.5%	0.1%
Vietnamese	11,693	42.8%	2.5%
Other Asian	976	3.6%	0.2%
Other Asian; not specified	276	1.0%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	110,633	100.00%
Age Distribution		
0 to 4 Years	10,397	9.40%
5 to 14 Years	15,730	14.22%
15 to 24 Years	16,377	14.80%
25 to 44 Years	31,809	28.75%
45 to 64 Years	22,815	20.62%
65+ Years	13,505	12.21%
Gender Distribution		
Male	53,437	48.30%
Female	57,196	51.70%
Race/Ethnicity		
White	25,671	23.20%
Hispanic	70,210	63.46%
Black	4,703	4.25%
Asian	6,377	5.76%
Other	3,672	3.32%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	35,548	100.00%
Household Income		
< \$45,000	22,207	62.47%
\$45,000 to \$75,000	8,302	23.35%
\$75,000 to \$100,000	2,947	8.29%
\$100,000 to \$125,000	1,155	3.25%
> \$125,000	937	2.64%
Income per Person in HH		
Median HH Income	\$36,259	
Persons Per HH	3.08	
Income per Person in HH	\$11,772.40	
Change from County	-27.30%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	48,498
Labor Force	
Percent Unemployed	9.05%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	4,389
Armed Forces	633
Employed Civilians	43,476
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	24.48%
Service	21.66%
Sales and Office	29.67%
Farming, Fishing, & Forestry	0.24%
Construction, Extraction, & Maintenance	13.19%
Production, Transportation, & Material Moving	10.75%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.37%
Utilities	0.52%
Construction	9.02%
Manufacturing	8.32%
Wholesale Trade	2.56%
Retail Trade	14.53%
Transportation and Warehousing	4.55%
Information and Communications	2.64%
Finance, Insurance, and Real Estate	6.02%
Professional, Scientific, Management, Admin.	8.73%
Educational, Social and Health Services	19.42%
Entertainment and Hospitality related	10.42%
Other Services	6.37%
Public Administration	6.52%

Education (2009 ACS)

Total Population	
25+ Years Old	63,871
Completed Education	
< High School Graduate	29.26%
High School Graduate	25.62%
Some College or AA	31.11%
Bachelor Degree	9.72%
Graduate Degree	4.29%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	24,264
Private vs Public School Enrollment	
Percent Public Schools	95.49%
Percent Private Schools	4.51%

Language (2009 ACS)

Total Population	
5+ Years Old	95,744
Primary Language Spoken at Home	
English Only	40.51%
Spanish Only	23.50%
Asian/Pacific Island Language Only	1.91%
Other Language Only	0.28%
Bilingual	33.80%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	67.42%
Renter Occupied	32.58%
Housing Costs	
Median House Value	\$473,575
Median Rent	\$1,159

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	9.62%
1 Vehicle	37.53%
>1 Vehicle	52.85%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.09%
50 - 74%	4.40%
75 - 99%	5.53%
100 - 124%	5.84%
125 - 149%	6.54%
150% - 199%	13.61%
200% +	59.00%
Percent Below Poverty Level	
Population	15.02%
Families	12.84%
Families With Children	18.48%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	14,128
Families With Children <18 Years	
Percent Single Parent	43.33%

Chula Vista SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	110,633		
Total Asian Population	6,476	100.0%	5.9%
Asian Indian	214	3.3%	0.2%
Bangladeshi	0	0.0%	0.0%
Cambodian	55	0.9%	0.0%
Chinese; except Taiwanese	658	10.2%	0.6%
Filipino	3,666	56.6%	3.3%
Hmong	47	0.7%	0.0%
Indonesian	34	0.5%	0.0%
Japanese	493	7.6%	0.4%
Korean	601	9.3%	0.5%
Laotian	10	0.1%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	91	1.4%	0.1%
Thai	27	0.4%	0.0%
Vietnamese	475	7.3%	0.4%
Other Asian	105	1.6%	0.1%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	23,158	100.00%
Age Distribution		
0 to 4 Years	1,033	4.46%
5 to 14 Years	2,217	9.57%
15 to 24 Years	5,187	22.40%
25 to 44 Years	5,688	24.56%
45 to 64 Years	4,969	21.46%
65+ Years	4,064	17.55%
Gender Distribution		
Male	12,453	53.77%
Female	10,705	46.23%
Race/Ethnicity		
White	17,320	74.79%
Hispanic	3,271	14.12%
Black	1,075	4.64%
Asian	832	3.59%
Other	660	2.85%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	7,782	100.00%
Household Income		
< \$45,000	2,795	35.92%
\$45,000 to \$75,000	1,738	22.33%
\$75,000 to \$100,000	1,047	13.45%
\$100,000 to \$125,000	730	9.38%
> \$125,000	1,472	18.92%
Income per Person in HH		
Median HH Income	\$63,867	
Persons Per HH	2.44	
Income per Person in HH	\$26,175.00	
Change from County	61.65%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	12,408
Labor Force	
Percent Unemployed	3.64%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	452
Armed Forces	4,300
Employed Civilians	7,656
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	54.95%
Service	12.94%
Sales and Office	24.03%
Farming, Fishing, & Forestry	0.16%
Construction, Extraction, & Maintenance	3.41%
Production, Transportation, & Material Moving	4.51%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.27%
Utilities	0.44%
Construction	3.04%
Manufacturing	2.91%
Wholesale Trade	1.97%
Retail Trade	7.90%
Transportation and Warehousing	4.39%
Information and Communications	1.44%
Finance, Insurance, and Real Estate	13.21%
Professional, Scientific, Management, Admin.	13.04%
Educational, Social and Health Services	25.40%
Entertainment and Hospitality related	12.24%
Other Services	4.01%
Public Administration	9.73%

Education (2009 ACS)

Total Population	
25+ Years Old	15,157
Completed Education	
< High School Graduate	4.79%
High School Graduate	11.64%
Some College or AA	27.41%
Bachelor Degree	32.89%
Graduate Degree	23.26%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	3,588
Private vs Public School Enrollment	
Percent Public Schools	84.86%
Percent Private Schools	15.14%

Language (2009 ACS)

Total Population	
5+ Years Old	21,356
Primary Language Spoken at Home	
English Only	82.83%
Spanish Only	4.16%
Asian/Pacific Island Language Only	0.97%
Other Language Only	0.44%
Bilingual	11.60%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	94.24%
Renter Occupied	5.76%
Housing Costs	
Median House Value	\$1,000,000+
Median Rent	\$955

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	4.38%
1 Vehicle	41.06%
>1 Vehicle	54.56%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.59%
50 - 74%	0.70%
75 - 99%	0.51%
100 - 124%	1.56%
125 - 149%	2.86%
150% - 199%	3.79%
200% +	85.99%
Percent Below Poverty Level	
Population	5.80%
Families	3.59%
Families With Children	5.92%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	2,282
Families With Children <18 Years	
Percent Single Parent	27.87%

Coronado SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	23,158		
Total Asian Population	630	100.0%	2.7%
Asian Indian	95	15.1%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	69	11.0%	0.3%
Filipino	359	57.0%	1.6%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	34	5.4%	0.1%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	13	2.1%	0.1%
Vietnamese	59	9.4%	0.3%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	56,488	100.00%
Age Distribution		
0 to 4 Years	4,831	8.55%
5 to 14 Years	8,205	14.53%
15 to 24 Years	11,254	19.92%
25 to 44 Years	16,609	29.40%
45 to 64 Years	10,089	17.86%
65+ Years	5,500	9.74%
Gender Distribution		
Male	28,290	50.08%
Female	28,198	49.92%
Race/Ethnicity		
White	5,283	9.35%
Hispanic	35,923	63.59%
Black	2,670	4.73%
Asian	10,925	19.34%
Other	1,687	2.99%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	14,382	100.00%
Household Income		
< \$45,000	10,614	73.80%
\$45,000 to \$75,000	2,720	18.91%
\$75,000 to \$100,000	628	4.37%
\$100,000 to \$125,000	182	1.27%
> \$125,000	238	1.65%
Income per Person in HH		
Median HH Income	\$27,664	
Persons Per HH	3.7	
Income per Person in HH	\$7,476.76	
Change from County	-53.83%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	24,153
Labor Force	
Percent Unemployed	9.41%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,274
Armed Forces	3,114
Employed Civilians	18,765
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	15.44%
Service	33.69%
Sales and Office	24.19%
Farming, Fishing, & Forestry	0.74%
Construction, Extraction, & Maintenance	12.65%
Production, Transportation, & Material Moving	13.29%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.75%
Utilities	0.47%
Construction	9.04%
Manufacturing	8.56%
Wholesale Trade	3.02%
Retail Trade	10.57%
Transportation and Warehousing	5.40%
Information and Communications	1.07%
Finance, Insurance, and Real Estate	4.42%
Professional, Scientific, Management, Admin.	11.14%
Educational, Social and Health Services	19.60%
Entertainment and Hospitality related	13.69%
Other Services	6.53%
Public Administration	5.72%

Education (2009 ACS)

Total Population	
25+ Years Old	31,701
Completed Education	
< High School Graduate	38.12%
High School Graduate	25.18%
Some College or AA	25.31%
Bachelor Degree	9.05%
Graduate Degree	2.35%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	13,123
Private vs Public School Enrollment	
Percent Public Schools	96.30%
Percent Private Schools	3.70%

Language (2009 ACS)

Total Population	
5+ Years Old	49,278
Primary Language Spoken at Home	
English Only	27.44%
Spanish Only	28.36%
Asian/Pacific Island Language Only	9.05%
Other Language Only	0.08%
Bilingual	35.06%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	55.09%
Renter Occupied	44.91%
Housing Costs	
Median House Value	\$664,500
Median Rent	\$1,312

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	15.42%
1 Vehicle	34.99%
>1 Vehicle	49.59%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	7.66%
50 - 74%	7.62%
75 - 99%	8.94%
100 - 124%	9.87%
125 - 149%	8.28%
150% - 199%	13.23%
200% +	44.40%
Percent Below Poverty Level	
Population	24.22%
Families	19.46%
Families With Children	28.11%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	6,926
Families With Children <18 Years	
Percent Single Parent	40.51%

National City SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	56,488		
Total Asian Population	9,538	100.0%	16.9%
Asian Indian	135	1.4%	0.2%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	140	1.5%	0.2%
Filipino	8,379	87.8%	14.8%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	299	3.1%	0.5%
Korean	0	0.0%	0.0%
Laotian	308	3.2%	0.5%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	26	0.3%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	184	1.9%	0.3%
Other Asian	48	0.5%	0.1%
Other Asian; not specified	19	0.2%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	139,625	100.00%
Age Distribution		
0 to 4 Years	14,121	10.11%
5 to 14 Years	19,506	13.97%
15 to 24 Years	22,508	16.12%
25 to 44 Years	42,148	30.19%
45 to 64 Years	29,001	20.77%
65+ Years	12,341	8.84%
Gender Distribution		
Male	71,127	50.94%
Female	68,498	49.06%
Race/Ethnicity		
White	24,074	17.24%
Hispanic	89,061	63.79%
Black	6,643	4.76%
Asian	15,482	11.09%
Other	4,365	3.13%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	35,802	100.00%
Household Income		
< \$45,000	21,847	61.02%
\$45,000 to \$75,000	8,885	24.82%
\$75,000 to \$100,000	2,966	8.28%
\$100,000 to \$125,000	1,138	3.18%
> \$125,000	966	2.70%
Income per Person in HH		
Median HH Income	\$36,727	
Persons Per HH	3.73	
Income per Person in HH	\$9,846.38	
Change from County	-39.19%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	59,043
Labor Force	
Percent Unemployed	7.63%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	4,505
Armed Forces	2,472
Employed Civilians	52,066
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	21.92%
Service	22.93%
Sales and Office	29.20%
Farming, Fishing, & Forestry	0.66%
Construction, Extraction, & Maintenance	12.03%
Production, Transportation, & Material Moving	13.26%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.93%
Utilities	0.60%
Construction	8.58%
Manufacturing	7.91%
Wholesale Trade	3.67%
Retail Trade	13.05%
Transportation and Warehousing	5.32%
Information and Communications	1.84%
Finance, Insurance, and Real Estate	5.67%
Professional, Scientific, Management, Admin.	8.65%
Educational, Social and Health Services	18.43%
Entertainment and Hospitality related	10.83%
Other Services	5.72%
Public Administration	8.77%

Education (2009 ACS)

Total Population	
25+ Years Old	81,766
Completed Education	
< High School Graduate	30.76%
High School Graduate	26.83%
Some College or AA	29.40%
Bachelor Degree	9.50%
Graduate Degree	3.51%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	30,858
Private vs Public School Enrollment	
Percent Public Schools	95.57%
Percent Private Schools	4.43%

Language (2009 ACS)

Total Population	
5+ Years Old	122,645
Primary Language Spoken at Home	
English Only	32.69%
Spanish Only	25.02%
Asian/Pacific Island Language Only	2.96%
Other Language Only	0.25%
Bilingual	39.08%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	49.95%
Renter Occupied	50.05%
Housing Costs	
Median House Value	\$384,156
Median Rent	\$1,116

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	8.87%
1 Vehicle	29.82%
>1 Vehicle	61.31%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.78%
50 - 74%	3.47%
75 - 99%	6.49%
100 - 124%	6.77%
125 - 149%	4.29%
150% - 199%	12.12%
200% +	61.09%
Percent Below Poverty Level	
Population	15.74%
Families	13.00%
Families With Children	18.02%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	17,376
Families With Children <18 Years	
Percent Single Parent	36.84%

South Bay SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	139,625		
Total Asian Population	13,081	100.0%	9.4%
Asian Indian	177	1.4%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	67	0.5%	0.0%
Chinese; except Taiwanese	469	3.6%	0.3%
Filipino	10,972	83.9%	7.9%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	538	4.1%	0.4%
Korean	182	1.4%	0.1%
Laotian	19	0.1%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	16	0.1%	0.0%
Vietnamese	471	3.6%	0.3%
Other Asian	147	1.1%	0.1%
Other Asian; not specified	24	0.2%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	130,835	100.00%
Age Distribution		
0 to 4 Years	11,839	9.05%
5 to 14 Years	17,801	13.61%
15 to 24 Years	20,662	15.79%
25 to 44 Years	33,513	25.61%
45 to 64 Years	34,036	26.01%
65+ Years	12,984	9.92%
Gender Distribution		
Male	63,371	48.44%
Female	67,464	51.56%
Race/Ethnicity		
White	40,761	31.15%
Hispanic	51,868	39.64%
Black	5,215	3.99%
Asian	28,107	21.48%
Other	4,884	3.73%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	38,074	100.00%
Household Income		
< \$45,000	9,536	25.05%
\$45,000 to \$75,000	11,564	30.37%
\$75,000 to \$100,000	7,084	18.61%
\$100,000 to \$125,000	4,244	11.15%
> \$125,000	5,646	14.83%
Income per Person in HH		
Median HH Income	\$70,062	
Persons Per HH	3.42	
Income per Person in HH	\$20,485.96	
Change from County	26.51%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	59,388
Labor Force	
Percent Unemployed	5.73%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	3,401
Armed Forces	2,577
Employed Civilians	53,410
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	41.80%
Service	13.47%
Sales and Office	30.16%
Farming, Fishing, & Forestry	0.18%
Construction, Extraction, & Maintenance	6.67%
Production, Transportation, & Material Moving	7.73%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.34%
Utilities	0.77%
Construction	5.42%
Manufacturing	9.51%
Wholesale Trade	3.58%
Retail Trade	11.75%
Transportation and Warehousing	3.61%
Information and Communications	2.32%
Finance, Insurance, and Real Estate	9.10%
Professional, Scientific, Management, Admin.	9.28%
Educational, Social and Health Services	23.07%
Entertainment and Hospitality related	6.56%
Other Services	4.23%
Public Administration	10.47%

Education (2009 ACS)

Total Population	
25+ Years Old	72,530
Completed Education	
< High School Graduate	10.44%
High School Graduate	17.22%
Some College or AA	35.98%
Bachelor Degree	24.82%
Graduate Degree	11.55%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	28,012
Private vs Public School Enrollment	
Percent Public Schools	88.83%
Percent Private Schools	11.17%

Language (2009 ACS)

Total Population	
5+ Years Old	109,022
Primary Language Spoken at Home	
English Only	46.04%
Spanish Only	11.73%
Asian/Pacific Island Language Only	4.10%
Other Language Only	0.67%
Bilingual	37.47%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	76.95%
Renter Occupied	23.05%
Housing Costs	
Median House Value	\$543,112
Median Rent	\$1,676

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	1.91%
1 Vehicle	18.41%
>1 Vehicle	79.68%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.44%
50 - 74%	1.21%
75 - 99%	1.05%
100 - 124%	1.76%
125 - 149%	2.68%
150% - 199%	5.85%
200% +	85.00%
Percent Below Poverty Level	
Population	4.70%
Families	3.70%
Families With Children	5.00%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	18,074
Families With Children <18 Years	
Percent Single Parent	23.79%

Sweetwater SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	130,835		
Total Asian Population	26,423	100.0%	20.2%
Asian Indian	587	2.2%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	85	0.3%	0.1%
Chinese; except Taiwanese	1,188	4.5%	0.9%
Filipino	20,718	78.4%	15.8%
Hmong	0	0.0%	0.0%
Indonesian	48	0.2%	0.0%
Japanese	722	2.7%	0.6%
Korean	1,473	5.6%	1.1%
Laotian	85	0.3%	0.1%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	123	0.5%	0.1%
Thai	19	0.1%	0.0%
Vietnamese	686	2.6%	0.5%
Other Asian	646	2.4%	0.5%
Other Asian; not specified	42	0.2%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

EAST REGION DEMOGRAPHICS PROFILE

SRAs:

Alpine

El Cajon

Harbison Crest

Jamul

La Mesa

Laguna-Pine Valley

Lakeside

Lemon Grove

Mountain Empire

Santee

Spring Valley

East Region Profile

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	470,898	100.00%
Age Distribution		
0 to 4 Years	31,861	6.77%
5 to 14 Years	60,464	12.84%
15 to 24 Years	70,272	14.92%
25 to 44 Years	124,897	26.52%
45 to 64 Years	125,658	26.68%
65+ Years	57,746	12.26%
Gender Distribution		
Male	229,854	48.81%
Female	241,044	51.19%
Race/Ethnicity		
White	299,425	63.59%
Hispanic	102,500	21.77%
Black	25,418	5.40%
Asian	19,502	4.14%
Other	24,053	5.11%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	160,195	100.00%
Household Income		
< \$45,000	81,121	50.64%
\$45,000 to \$75,000	43,042	26.87%
\$75,000 to \$100,000	17,591	10.98%
\$100,000 to \$125,000	8,925	5.57%
> \$125,000	9,516	5.94%

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	219,410
Labor Force	
Percent Unemployed	7.52%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	16,501
Armed Forces	4,409
Employed Civilians	198,500
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	33.54%
Service	18.38%
Sales and Office	27.72%
Farming, Fishing, & Forestry	0.07%
Construction, Extraction, & Maintenance	11.73%
Production, Transportation, & Material Moving	8.57%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.32%
Utilities	0.92%
Construction	10.54%
Manufacturing	7.25%
Wholesale Trade	2.53%
Retail Trade	12.61%
Transportation and Warehousing	3.27%
Information and Communications	2.19%
Finance, Insurance, and Real Estate	7.52%
Professional, Scientific, Management, Admin.	11.27%
Educational, Social and Health Services	20.52%
Entertainment and Hospitality related	9.66%
Other Services	5.29%
Public Administration	6.12%

Education (2009 ACS)

Total Population	
25+ Years Old	285,730
Completed Education	
< High School Graduate	14.01%
High School Graduate	25.88%
Some College or AA	37.82%
Bachelor Degree	14.19%
Graduate Degree	8.11%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	95,063
Private vs Public School Enrollment	
Percent Public Schools	91.53%
Percent Private Schools	8.47%

Language (2009 ACS)

Total Population	
5+ Years Old	405,529
Primary Language Spoken at Home	
English Only	77.19%
Spanish Only	5.79%
Asian/Pacific Island Language Only	1.13%
Other Language Only	1.85%
Bilingual	14.05%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	51.75%
Renter Occupied	48.25%

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.71%
1 Vehicle	29.44%
>1 Vehicle	64.84%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.37%
50 - 74%	2.87%
75 - 99%	4.09%
100 - 124%	4.07%
125 - 149%	3.74%
150% - 199%	8.29%
200% +	72.58%
Percent Below Poverty Level	
Population	11.33%
Families	8.00%
Families With Children	11.97%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	56,653
Families With Children <18 Years	
Percent Single Parent	31.26%

East Region

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	470,898		
Total Asian Population	62,963	100.0%	13.4%
Asian Indian	6,144	9.8%	1.3%
Bangladeshi	47	0.1%	0.0%
Cambodian	322	0.5%	0.1%
Chinese; except Taiwanese	8,519	13.5%	1.8%
Filipino	28,924	45.9%	6.1%
Hmong	275	0.4%	0.1%
Indonesian	335	0.5%	0.1%
Japanese	3,904	6.2%	0.8%
Korean	4,138	6.6%	0.9%
Laotian	425	0.7%	0.1%
Malaysian	86	0.1%	0.0%
Pakistani	194	0.3%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	482	0.8%	0.1%
Thai	350	0.6%	0.1%
Vietnamese	6,587	10.5%	1.4%
Other Asian	1,919	3.0%	0.4%
Other Asian; not specified	315	0.5%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	15,606	100.00%
Age Distribution		
0 to 4 Years	815	5.22%
5 to 14 Years	1,829	11.72%
15 to 24 Years	2,413	15.46%
25 to 44 Years	3,383	21.68%
45 to 64 Years	4,812	30.83%
65+ Years	2,354	15.08%
Gender Distribution		
Male	7,773	49.81%
Female	7,833	50.19%
Race/Ethnicity		
White	11,804	75.64%
Hispanic	2,520	16.15%
Black	321	2.06%
Asian	303	1.94%
Other	658	4.22%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	5,432	100.00%
Household Income		
< \$45,000	1,898	34.94%
\$45,000 to \$75,000	1,402	25.81%
\$75,000 to \$100,000	929	17.10%
\$100,000 to \$125,000	481	8.85%
> \$125,000	722	13.29%
Income per Person in HH		
Median HH Income	\$61,925	
Persons Per HH	2.84	
Income per Person in HH	\$21,804.58	
Change from County	34.66%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	6,821
Labor Force	
Percent Unemployed	4.79%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	327
Armed Forces	172
Employed Civilians	6,322
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	37.28%
Service	16.78%
Sales and Office	27.51%
Farming, Fishing, & Forestry	0.03%
Construction, Extraction, & Maintenance	12.43%
Production, Transportation, & Material Moving	5.96%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.63%
Utilities	1.96%
Construction	9.87%
Manufacturing	5.99%
Wholesale Trade	1.27%
Retail Trade	13.45%
Transportation and Warehousing	2.82%
Information and Communications	2.33%
Finance, Insurance, and Real Estate	11.74%
Professional, Scientific, Management, Admin.	11.26%
Educational, Social and Health Services	16.29%
Entertainment and Hospitality related	11.39%
Other Services	4.54%
Public Administration	6.47%

Education (2009 ACS)

Total Population	
25+ Years Old	9,102
Completed Education	
< High School Graduate	9.45%
High School Graduate	25.30%
Some College or AA	40.00%
Bachelor Degree	14.86%
Graduate Degree	10.38%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	2,962
Private vs Public School Enrollment	
Percent Public Schools	94.06%
Percent Private Schools	5.94%

Language (2009 ACS)

Total Population	
5+ Years Old	12,860
Primary Language Spoken at Home	
English Only	88.24%
Spanish Only	1.26%
Asian/Pacific Island Language Only	0.67%
Other Language Only	0.56%
Bilingual	9.27%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	90.80%
Renter Occupied	9.20%
Housing Costs	
Median House Value	\$632,594
Median Rent	\$1,842

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.29%
1 Vehicle	24.24%
>1 Vehicle	72.47%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.62%
50 - 74%	0.93%
75 - 99%	2.31%
100 - 124%	1.88%
125 - 149%	3.99%
150% - 199%	6.66%
200% +	81.61%
Percent Below Poverty Level	
Population	5.86%
Families	2.21%
Families With Children	1.69%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	1,949
Families With Children <18 Years	
Percent Single Parent	36.38%

Alpine SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	15,606		
Total Asian Population	260	100.0%	1.7%
Asian Indian	27	10.5%	0.2%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	28	11.0%	0.2%
Filipino	109	42.1%	0.7%
Hmong	0	0.0%	0.0%
Indonesian	34	13.2%	0.2%
Japanese	11	4.4%	0.1%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	24	9.2%	0.2%
Sri Lankan	0	0.0%	0.0%
Taiwanese	14	5.3%	0.1%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	11	4.4%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	124,034	100.00%
Age Distribution		
0 to 4 Years	9,316	7.51%
5 to 14 Years	17,937	14.46%
15 to 24 Years	17,983	14.50%
25 to 44 Years	35,221	28.40%
45 to 64 Years	29,068	23.44%
65+ Years	14,509	11.70%
Gender Distribution		
Male	60,809	49.03%
Female	63,225	50.97%
Race/Ethnicity		
White	76,548	61.72%
Hispanic	30,403	24.51%
Black	6,234	5.03%
Asian	4,000	3.22%
Other	6,849	5.52%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	41,612	100.00%
Household Income		
< \$45,000	24,987	60.05%
\$45,000 to \$75,000	9,472	22.76%
\$75,000 to \$100,000	3,347	8.04%
\$100,000 to \$125,000	1,783	4.28%
> \$125,000	2,023	4.86%
Income per Person in HH		
Median HH Income	\$37,607	
Persons Per HH	2.91	
Income per Person in HH	\$12,923.37	
Change from County	-20.19%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	55,439
Labor Force	
Percent Unemployed	8.65%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	4,796
Armed Forces	944
Employed Civilians	49,699
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	28.35%
Service	22.85%
Sales and Office	27.01%
Farming, Fishing, & Forestry	0.01%
Construction, Extraction, & Maintenance	11.84%
Production, Transportation, & Material Moving	9.94%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.21%
Utilities	1.03%
Construction	10.81%
Manufacturing	6.77%
Wholesale Trade	2.44%
Retail Trade	12.77%
Transportation and Warehousing	3.76%
Information and Communications	1.80%
Finance, Insurance, and Real Estate	6.78%
Professional, Scientific, Management, Admin.	10.73%
Educational, Social and Health Services	19.49%
Entertainment and Hospitality related	11.94%
Other Services	6.47%
Public Administration	4.99%

Education (2009 ACS)

Total Population	
25+ Years Old	73,381
Completed Education	
< High School Graduate	18.52%
High School Graduate	27.66%
Some College or AA	34.17%
Bachelor Degree	12.19%
Graduate Degree	7.46%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	27,408
Private vs Public School Enrollment	
Percent Public Schools	93.57%
Percent Private Schools	6.43%

Language (2009 ACS)

Total Population	
5+ Years Old	106,398
Primary Language Spoken at Home	
English Only	70.39%
Spanish Only	8.32%
Asian/Pacific Island Language Only	1.26%
Other Language Only	4.06%
Bilingual	15.97%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	49.36%
Renter Occupied	50.64%
Housing Costs	
Median House Value	\$406,908
Median Rent	\$1,100

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	8.15%
1 Vehicle	33.26%
>1 Vehicle	58.59%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	6.36%
50 - 74%	4.81%
75 - 99%	6.02%
100 - 124%	5.84%
125 - 149%	4.61%
150% - 199%	10.33%
200% +	62.03%
Percent Below Poverty Level	
Population	17.18%
Families	12.76%
Families With Children	18.96%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	15,397
Families With Children <18 Years	
Percent Single Parent	33.26%

El Cajon SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	124,034		
Total Asian Population	4,797	100.0%	3.9%
Asian Indian	373	7.8%	0.3%
Bangladeshi	0	0.0%	0.0%
Cambodian	137	2.9%	0.1%
Chinese; except Taiwanese	228	4.8%	0.2%
Filipino	2,241	46.7%	1.8%
Hmong	0	0.0%	0.0%
Indonesian	7	0.2%	0.0%
Japanese	305	6.4%	0.2%
Korean	199	4.1%	0.2%
Laotian	21	0.4%	0.0%
Malaysian	13	0.3%	0.0%
Pakistani	258	5.4%	0.2%
Sri Lankan	0	0.0%	0.0%
Taiwanese	29	0.6%	0.0%
Thai	33	0.7%	0.0%
Vietnamese	765	16.0%	0.6%
Other Asian	176	3.7%	0.1%
Other Asian; not specified	11	0.2%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	15,556	100.00%
Age Distribution		
0 to 4 Years	889	5.71%
5 to 14 Years	1,510	9.71%
15 to 24 Years	2,477	15.92%
25 to 44 Years	3,021	19.42%
45 to 64 Years	5,039	32.39%
65+ Years	2,620	16.84%
Gender Distribution		
Male	7,708	49.55%
Female	7,848	50.45%
Race/Ethnicity		
White	11,800	75.85%
Hispanic	2,674	17.19%
Black	299	1.92%
Asian	143	0.92%
Other	640	4.11%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	5,264	100.00%
Household Income		
< \$45,000	2,088	39.67%
\$45,000 to \$75,000	1,423	27.03%
\$75,000 to \$100,000	738	14.02%
\$100,000 to \$125,000	456	8.66%
> \$125,000	559	10.62%
Income per Person in HH		
Median HH Income	\$55,149	
Persons Per HH	2.92	
Income per Person in HH	\$18,886.64	
Change from County	16.64%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	7,364
Labor Force	
Percent Unemployed	6.45%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	475
Armed Forces	52
Employed Civilians	6,837
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	40.16%
Service	12.86%
Sales and Office	23.12%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	15.50%
Production, Transportation, & Material Moving	8.35%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.95%
Utilities	1.81%
Construction	15.62%
Manufacturing	8.15%
Wholesale Trade	1.21%
Retail Trade	12.04%
Transportation and Warehousing	2.22%
Information and Communications	2.18%
Finance, Insurance, and Real Estate	8.40%
Professional, Scientific, Management, Admin.	10.40%
Educational, Social and Health Services	20.13%
Entertainment and Hospitality related	7.06%
Other Services	4.02%
Public Administration	5.81%

Education (2009 ACS)

Total Population	
25+ Years Old	9,999
Completed Education	
< High School Graduate	11.08%
High School Graduate	28.36%
Some College or AA	39.73%
Bachelor Degree	12.69%
Graduate Degree	8.13%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	2,550
Private vs Public School Enrollment	
Percent Public Schools	82.21%
Percent Private Schools	17.79%

Language (2009 ACS)

Total Population	
5+ Years Old	13,046
Primary Language Spoken at Home	
English Only	85.57%
Spanish Only	4.13%
Asian/Pacific Island Language Only	0.18%
Other Language Only	0.13%
Bilingual	9.98%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	89.21%
Renter Occupied	10.79%
Housing Costs	
Median House Value	\$512,767
Median Rent	\$973

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	2.20%
1 Vehicle	25.50%
>1 Vehicle	72.30%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.74%
50 - 74%	0.81%
75 - 99%	1.35%
100 - 124%	2.12%
125 - 149%	3.82%
150% - 199%	6.09%
200% +	83.07%
Percent Below Poverty Level	
Population	4.90%
Families	2.22%
Families With Children	1.25%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	1,438
Families With Children <18 Years	
Percent Single Parent	17.66%

Harbison-Crest SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	15,556		
Total Asian Population	182	100.0%	1.2%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	162	88.9%	1.0%
Hmong	0	0.0%	0.0%
Indonesian	10	5.6%	0.1%
Japanese	10	5.6%	0.1%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	139,590	100.00%
Age Distribution		
0 to 4 Years	10,205	7.31%
5 to 14 Years	19,447	13.93%
15 to 24 Years	20,460	14.66%
25 to 44 Years	38,242	27.40%
45 to 64 Years	34,107	24.43%
65+ Years	17,129	12.27%
Gender Distribution		
Male	68,517	49.08%
Female	71,073	50.92%
Race/Ethnicity		
White	88,348	63.29%
Hispanic	33,077	23.70%
Black	6,533	4.68%
Asian	4,143	2.97%
Other	7,489	5.36%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	46,876	100.00%
Household Income		
< \$45,000	27,075	57.76%
\$45,000 to \$75,000	10,895	23.24%
\$75,000 to \$100,000	4,085	8.71%
\$100,000 to \$125,000	2,239	4.78%
> \$125,000	2,582	5.51%
Income per Person in HH		
Median HH Income	\$37,607 - \$55,149	
Persons Per HH	2.92	
Income per Person in HH	\$12,923 - \$18,887	
Change from County	n/a	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	62,803
Labor Force	
Percent Unemployed	8.39%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	5,271
Armed Forces	996
Employed Civilians	56,536
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	29.78%
Service	21.64%
Sales and Office	26.54%
Farming, Fishing, & Forestry	0.01%
Construction, Extraction, & Maintenance	12.28%
Production, Transportation, & Material Moving	9.75%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.30%
Utilities	1.13%
Construction	11.39%
Manufacturing	6.94%
Wholesale Trade	2.29%
Retail Trade	12.68%
Transportation and Warehousing	3.57%
Information and Communications	1.85%
Finance, Insurance, and Real Estate	6.98%
Professional, Scientific, Management, Admin.	10.69%
Educational, Social and Health Services	19.57%
Entertainment and Hospitality related	11.35%
Other Services	6.17%
Public Administration	5.09%

Education (2009 ACS)

Total Population	
25+ Years Old	83,380
Completed Education	
< High School Graduate	17.63%
High School Graduate	27.75%
Some College or AA	34.83%
Bachelor Degree	12.25%
Graduate Degree	7.54%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	29,958
Private vs Public School Enrollment	
Percent Public Schools	92.62%
Percent Private Schools	7.38%

Language (2009 ACS)

Total Population	
5+ Years Old	119,444
Primary Language Spoken at Home	
English Only	72.05%
Spanish Only	7.86%
Asian/Pacific Island Language Only	1.14%
Other Language Only	3.63%
Bilingual	15.32%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	84.63%
Renter Occupied	15.37%
Housing Costs	
Median House Value	n/a
Median Rent	\$973 - \$1,100

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	10.19%
1 Vehicle	43.60%
>1 Vehicle	46.21%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	6.47%
50 - 74%	3.13%
75 - 99%	5.35%
100 - 124%	5.01%
125 - 149%	5.20%
150% - 199%	8.93%
200% +	65.90%
Percent Below Poverty Level	
Population	14.95%
Families	9.47%
Families With Children	16.69%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	16,835
Families With Children <18 Years	
Percent Single Parent	31.93%

Harbison-Crest & El Cajon SRAs

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	139,590		
Total Asian Population	4,979	100.0%	3.6%
Asian Indian	373	7.5%	0.3%
Bangladeshi	0	0.0%	0.0%
Cambodian	137	2.8%	0.1%
Chinese; except Taiwanese	228	4.6%	0.2%
Filipino	2,403	48.3%	1.7%
Hmong	0	0.0%	0.0%
Indonesian	18	0.4%	0.0%
Japanese	315	6.3%	0.2%
Korean	199	4.0%	0.1%
Laotian	21	0.4%	0.0%
Malaysian	13	0.3%	0.0%
Pakistani	258	5.2%	0.2%
Sri Lankan	0	0.0%	0.0%
Taiwanese	29	0.6%	0.0%
Thai	33	0.7%	0.0%
Vietnamese	765	15.4%	0.5%
Other Asian	176	3.5%	0.1%
Other Asian; not specified	11	0.2%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	15,200	100.00%
Age Distribution		
0 to 4 Years	681	4.48%
5 to 14 Years	1,421	9.35%
15 to 24 Years	2,676	17.61%
25 to 44 Years	3,252	21.39%
45 to 64 Years	5,065	33.32%
65+ Years	2,105	13.85%
Gender Distribution		
Male	7,748	50.97%
Female	7,452	49.03%
Race/Ethnicity		
White	9,986	65.70%
Hispanic	3,694	24.30%
Black	452	2.97%
Asian	484	3.18%
Other	584	3.84%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	4,626	100.00%
Household Income		
< \$45,000	1,267	27.39%
\$45,000 to \$75,000	1,053	22.76%
\$75,000 to \$100,000	657	14.20%
\$100,000 to \$125,000	577	12.47%
> \$125,000	1,072	23.17%
Income per Person in HH		
Median HH Income	\$74,790	
Persons Per HH	3.19	
Income per Person in HH	\$23,445.14	
Change from County	44.79%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	7,695
Labor Force	
Percent Unemployed	6.17%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	475
Armed Forces	60
Employed Civilians	7,160
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	44.57%
Service	11.69%
Sales and Office	27.40%
Farming, Fishing, & Forestry	0.29%
Construction, Extraction, & Maintenance	9.41%
Production, Transportation, & Material Moving	6.63%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.52%
Utilities	1.06%
Construction	10.71%
Manufacturing	7.00%
Wholesale Trade	1.66%
Retail Trade	18.70%
Transportation and Warehousing	2.49%
Information and Communications	2.18%
Finance, Insurance, and Real Estate	6.55%
Professional, Scientific, Management, Admin.	12.46%
Educational, Social and Health Services	17.53%
Entertainment and Hospitality related	6.77%
Other Services	4.66%
Public Administration	6.70%

Education (2009 ACS)

Total Population	
25+ Years Old	9,709
Completed Education	
< High School Graduate	13.13%
High School Graduate	19.03%
Some College or AA	34.68%
Bachelor Degree	20.49%
Graduate Degree	12.67%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	2,602
Private vs Public School Enrollment	
Percent Public Schools	83.69%
Percent Private Schools	16.31%

Language (2009 ACS)

Total Population	
5+ Years Old	14,012
Primary Language Spoken at Home	
English Only	72.69%
Spanish Only	9.47%
Asian/Pacific Island Language Only	0.40%
Other Language Only	1.31%
Bilingual	16.13%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	-156.67%
Renter Occupied	256.67%
Housing Costs	
Median House Value	\$420,703
Median Rent	\$1,510

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	1.47%
1 Vehicle	13.67%
>1 Vehicle	84.86%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.09%
50 - 74%	1.12%
75 - 99%	2.64%
100 - 124%	3.39%
125 - 149%	1.08%
150% - 199%	4.58%
200% +	85.09%
Percent Below Poverty Level	
Population	5.85%
Families	4.45%
Families With Children	5.96%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	2,080
Families With Children <18 Years	
Percent Single Parent	15.77%

Jamul SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	15,200		
Total Asian Population	574	100.0%	3.8%
Asian Indian	96	16.8%	0.6%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	52	9.1%	0.3%
Filipino	374	65.2%	2.5%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	41	7.1%	0.3%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	10	1.8%	0.1%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	59,179	100.00%
Age Distribution		
0 to 4 Years	3,791	6.41%
5 to 14 Years	6,456	10.91%
15 to 24 Years	6,492	10.97%
25 to 44 Years	17,589	29.72%
45 to 64 Years	15,695	26.52%
65+ Years	9,156	15.47%
Gender Distribution		
Male	28,138	47.55%
Female	31,041	52.45%
Race/Ethnicity		
White	40,403	68.27%
Hispanic	9,866	16.67%
Black	3,106	5.25%
Asian	3,200	5.41%
Other	2,604	4.40%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	24,777	100.00%
Household Income		
< \$45,000	14,087	56.86%
\$45,000 to \$75,000	6,621	26.72%
\$75,000 to \$100,000	2,128	8.59%
\$100,000 to \$125,000	964	3.89%
> \$125,000	977	3.94%
Income per Person in HH		
Median HH Income	\$40,008	
Persons Per HH	2.35	
Income per Person in HH	\$17,024.68	
Change from County	5.14%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	30,570
Labor Force	
Percent Unemployed	7.10%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,171
Armed Forces	974
Employed Civilians	27,425
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	39.20%
Service	18.42%
Sales and Office	26.84%
Farming, Fishing, & Forestry	0.09%
Construction, Extraction, & Maintenance	9.64%
Production, Transportation, & Material Moving	5.81%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.22%
Utilities	0.11%
Construction	8.55%
Manufacturing	6.64%
Wholesale Trade	2.50%
Retail Trade	11.76%
Transportation and Warehousing	2.10%
Information and Communications	2.65%
Finance, Insurance, and Real Estate	8.08%
Professional, Scientific, Management, Admin.	11.56%
Educational, Social and Health Services	22.63%
Entertainment and Hospitality related	10.31%
Other Services	5.58%
Public Administration	7.31%

Education (2009 ACS)

Total Population	
25+ Years Old	38,536
Completed Education	
< High School Graduate	9.41%
High School Graduate	20.64%
Some College or AA	37.49%
Bachelor Degree	21.19%
Graduate Degree	11.28%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	9,849
Private vs Public School Enrollment	
Percent Public Schools	88.21%
Percent Private Schools	11.79%

Language (2009 ACS)

Total Population	
5+ Years Old	51,656
Primary Language Spoken at Home	
English Only	81.29%
Spanish Only	2.81%
Asian/Pacific Island Language Only	1.47%
Other Language Only	1.94%
Bilingual	12.49%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	7.03%
Renter Occupied	92.97%
Housing Costs	
Median House Value	\$356,080
Median Rent	\$1,316

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	8.30%
1 Vehicle	36.79%
>1 Vehicle	54.91%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.76%
50 - 74%	2.47%
75 - 99%	3.75%
100 - 124%	3.20%
125 - 149%	3.96%
150% - 199%	8.16%
200% +	73.71%
Percent Below Poverty Level	
Population	10.97%
Families	7.65%
Families With Children	11.65%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	6,069
Families With Children <18 Years	
Percent Single Parent	36.48%

La Mesa SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	59,179		
Total Asian Population	3,330	100.0%	5.6%
Asian Indian	216	6.5%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	84	2.5%	0.1%
Chinese; except Taiwanese	533	16.0%	0.9%
Filipino	1,046	31.4%	1.8%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	324	9.7%	0.5%
Korean	110	3.3%	0.2%
Laotian	17	0.5%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	37	1.1%	0.1%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	193	5.8%	0.3%
Vietnamese	572	17.2%	1.0%
Other Asian	187	5.6%	0.3%
Other Asian; not specified	10	0.3%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Laguna-Pine Valley SRA

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	5,656	100.00%
Age Distribution		
0 to 4 Years	154	2.72%
5 to 14 Years	477	8.43%
15 to 24 Years	853	15.08%
25 to 44 Years	1,393	24.63%
45 to 64 Years	1,900	33.59%
65+ Years	879	15.54%
Gender Distribution		
Male	3,029	53.55%
Female	2,627	46.45%
Race/Ethnicity		
White	3,608	63.79%
Hispanic	1,377	24.35%
Black	340	6.01%
Asian	49	0.87%
Other	282	4.99%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	1,832	100.00%
Household Income		
< \$45,000	894	48.80%
\$45,000 to \$75,000	489	26.69%
\$75,000 to \$100,000	222	12.12%
\$100,000 to \$125,000	156	8.52%
> \$125,000	71	3.88%
Income per Person in HH		
Median HH Income	\$46,320	
Persons Per HH	2.74	
Income per Person in HH	\$16,905.11	
Change from County	4.40%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	2,105
Labor Force	
Percent Unemployed	6.60%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	139
Armed Forces	23
Employed Civilians	1,943
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	28.72%
Service	21.46%
Sales and Office	25.12%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	17.24%
Production, Transportation, & Material Moving	7.46%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.41%
Utilities	0.00%
Construction	19.56%
Manufacturing	4.27%
Wholesale Trade	5.61%
Retail Trade	10.24%
Transportation and Warehousing	5.20%
Information and Communications	0.67%
Finance, Insurance, and Real Estate	2.11%
Professional, Scientific, Management, Admin.	9.88%
Educational, Social and Health Services	14.67%
Entertainment and Hospitality related	14.15%
Other Services	2.78%
Public Administration	10.45%

Education (2009 ACS)

Total Population	
25+ Years Old	3,192
Completed Education	
< High School Graduate	14.47%
High School Graduate	28.29%
Some College or AA	37.22%
Bachelor Degree	10.93%
Graduate Degree	9.09%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	779
Private vs Public School Enrollment	
Percent Public Schools	98.56%
Percent Private Schools	1.44%

Language (2009 ACS)

Total Population	
5+ Years Old	4,250
Primary Language Spoken at Home	
English Only	90.33%
Spanish Only	2.56%
Asian/Pacific Island Language Only	0.00%
Other Language Only	0.42%
Bilingual	6.68%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	74.53%
Renter Occupied	25.47%
Housing Costs	
Median House Value	1000,000+
Median Rent	\$762

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	1.94%
1 Vehicle	31.14%
>1 Vehicle	66.91%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.26%
50 - 74%	0.00%
75 - 99%	6.63%
100 - 124%	0.46%
125 - 149%	1.57%
150% - 199%	7.85%
200% +	78.22%
Percent Below Poverty Level	
Population	11.89%
Families	4.94%
Families With Children	11.06%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	398
Families With Children <18 Years	
Percent Single Parent	22.86%

Laguna-Pine Valley SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	5,656		
Total Asian Population	31	100.0%	0.6%
Asian Indian	21	66.7%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	0	0.0%	0.0%
Hmong	10	33.3%	0.2%
Indonesian	0	0.0%	0.0%
Japanese	0	0.0%	0.0%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	58,036	100.00%
Age Distribution		
0 to 4 Years	3,845	6.63%
5 to 14 Years	7,847	13.52%
15 to 24 Years	8,796	15.16%
25 to 44 Years	14,894	25.66%
45 to 64 Years	15,965	27.51%
65+ Years	6,689	11.53%
Gender Distribution		
Male	28,538	49.17%
Female	29,498	50.83%
Race/Ethnicity		
White	44,462	76.61%
Hispanic	8,710	15.01%
Black	1,055	1.82%
Asian	1,038	1.79%
Other	2,771	4.77%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	19,269	100.00%
Household Income		
< \$45,000	8,865	46.01%
\$45,000 to \$75,000	5,746	29.82%
\$75,000 to \$100,000	2,355	12.22%
\$100,000 to \$125,000	1,212	6.29%
> \$125,000	1,091	5.66%
Income per Person in HH		
Median HH Income	\$48,523	
Persons Per HH	2.98	
Income per Person in HH	\$16,282.89	
Change from County	0.56%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	27,895
Labor Force	
Percent Unemployed	7.24%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,020
Armed Forces	483
Employed Civilians	25,392
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	31.30%
Service	16.46%
Sales and Office	27.47%
Farming, Fishing, & Forestry	0.03%
Construction, Extraction, & Maintenance	14.76%
Production, Transportation, & Material Moving	9.97%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.14%
Utilities	0.83%
Construction	14.24%
Manufacturing	8.24%
Wholesale Trade	3.07%
Retail Trade	10.77%
Transportation and Warehousing	3.40%
Information and Communications	2.63%
Finance, Insurance, and Real Estate	7.61%
Professional, Scientific, Management, Admin.	8.90%
Educational, Social and Health Services	20.62%
Entertainment and Hospitality related	8.56%
Other Services	5.18%
Public Administration	5.81%

Education (2009 ACS)

Total Population	
25+ Years Old	35,794
Completed Education	
< High School Graduate	11.99%
High School Graduate	27.97%
Some College or AA	42.74%
Bachelor Degree	12.09%
Graduate Degree	5.21%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	12,169
Private vs Public School Enrollment	
Percent Public Schools	91.48%
Percent Private Schools	8.52%

Language (2009 ACS)

Total Population	
5+ Years Old	50,343
Primary Language Spoken at Home	
English Only	87.90%
Spanish Only	2.77%
Asian/Pacific Island Language Only	0.23%
Other Language Only	0.60%
Bilingual	8.51%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	96.52%
Renter Occupied	3.48%
Housing Costs	
Median House Value	\$549,520
Median Rent	\$799

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.25%
1 Vehicle	23.71%
>1 Vehicle	71.03%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.16%
50 - 74%	2.02%
75 - 99%	3.73%
100 - 124%	2.44%
125 - 149%	4.06%
150% - 199%	7.76%
200% +	77.83%
Percent Below Poverty Level	
Population	7.91%
Families	5.61%
Families With Children	9.01%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	7,493
Families With Children <18 Years	
Percent Single Parent	29.60%

Lakeside SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	58,036		
Total Asian Population	868	100.0%	1.5%
Asian Indian	8	1.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	46	5.3%	0.1%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	453	52.2%	0.8%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	77	8.8%	0.1%
Korean	34	3.9%	0.1%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	11	1.2%	0.0%
Vietnamese	90	10.4%	0.2%
Other Asian	124	14.3%	0.2%
Other Asian; not specified	25	2.9%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	30,339	100.00%
Age Distribution		
0 to 4 Years	2,273	7.49%
5 to 14 Years	3,965	13.07%
15 to 24 Years	5,023	16.56%
25 to 44 Years	8,119	26.76%
45 to 64 Years	7,743	25.52%
65+ Years	3,216	10.60%
Gender Distribution		
Male	14,701	48.46%
Female	15,638	51.54%
Race/Ethnicity		
White	11,091	36.56%
Hispanic	10,679	35.20%
Black	4,295	14.16%
Asian	2,407	7.93%
Other	1,867	6.15%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	9,461	100.00%
Household Income		
< \$45,000	5,624	59.44%
\$45,000 to \$75,000	2,612	27.61%
\$75,000 to \$100,000	842	8.90%
\$100,000 to \$125,000	190	2.01%
> \$125,000	193	2.04%
Income per Person in HH		
Median HH Income	\$38,364	
Persons Per HH	3.16	
Income per Person in HH	\$12,140.51	
Change from County	-25.02%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	13,705
Labor Force	
Percent Unemployed	6.56%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	899
Armed Forces	321
Employed Civilians	12,485
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	30.49%
Service	17.87%
Sales and Office	27.42%
Farming, Fishing, & Forestry	0.06%
Construction, Extraction, & Maintenance	13.19%
Production, Transportation, & Material Moving	10.96%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.34%
Utilities	1.18%
Construction	10.21%
Manufacturing	6.98%
Wholesale Trade	2.19%
Retail Trade	10.63%
Transportation and Warehousing	4.71%
Information and Communications	2.72%
Finance, Insurance, and Real Estate	8.29%
Professional, Scientific, Management, Admin.	10.44%
Educational, Social and Health Services	22.54%
Entertainment and Hospitality related	7.88%
Other Services	4.40%
Public Administration	7.48%

Education (2009 ACS)

Total Population	
25+ Years Old	18,761
Completed Education	
< High School Graduate	16.28%
High School Graduate	31.42%
Some College or AA	37.91%
Bachelor Degree	9.09%
Graduate Degree	5.30%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	6,406
Private vs Public School Enrollment	
Percent Public Schools	95.32%
Percent Private Schools	4.68%

Language (2009 ACS)

Total Population	
5+ Years Old	27,159
Primary Language Spoken at Home	
English Only	64.35%
Spanish Only	11.67%
Asian/Pacific Island Language Only	2.98%
Other Language Only	0.48%
Bilingual	20.53%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	44.68%
Renter Occupied	55.32%
Housing Costs	
Median House Value	\$384,156
Median Rent	\$1,647

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.86%
1 Vehicle	28.71%
>1 Vehicle	65.43%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.74%
50 - 74%	3.94%
75 - 99%	4.07%
100 - 124%	4.77%
125 - 149%	3.98%
150% - 199%	10.16%
200% +	67.34%
Percent Below Poverty Level	
Population	13.75%
Families	10.63%
Families With Children	15.33%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	3,737
Families With Children <18 Years	
Percent Single Parent	34.95%

Lemon Grove SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	30,339		
Total Asian Population	2,094	100.0%	6.9%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	51	2.5%	0.2%
Chinese; except Taiwanese	66	3.1%	0.2%
Filipino	1,115	53.2%	3.7%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	273	13.0%	0.9%
Korean	29	1.4%	0.1%
Laotian	50	2.4%	0.2%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	312	14.9%	1.0%
Other Asian	168	8.0%	0.6%
Other Asian; not specified	30	1.4%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	5,991	100.00%
Age Distribution		
0 to 4 Years	338	5.64%
5 to 14 Years	755	12.60%
15 to 24 Years	1,068	17.83%
25 to 44 Years	1,389	23.18%
45 to 64 Years	1,495	24.95%
65+ Years	946	15.79%
Gender Distribution		
Male	3,193	53.30%
Female	2,798	46.70%
Race/Ethnicity		
White	2,420	40.39%
Hispanic	2,556	42.66%
Black	327	5.46%
Asian	54	0.90%
Other	634	10.58%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	2,298	100.00%
Household Income		
< \$45,000	1,441	62.71%
\$45,000 to \$75,000	477	20.76%
\$75,000 to \$100,000	199	8.66%
\$100,000 to \$125,000	83	3.61%
> \$125,000	98	4.26%
Income per Person in HH		
Median HH Income	\$34,908	
Persons Per HH	2.43	
Income per Person in HH	\$14,365.43	
Change from County	-11.28%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	2,782
Labor Force	
Percent Unemployed	5.28%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	147
Armed Forces	59
Employed Civilians	2,576
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	31.52%
Service	23.87%
Sales and Office	20.89%
Farming, Fishing, & Forestry	0.04%
Construction, Extraction, & Maintenance	13.47%
Production, Transportation, & Material Moving	10.21%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.63%
Utilities	0.00%
Construction	8.50%
Manufacturing	4.11%
Wholesale Trade	4.15%
Retail Trade	11.18%
Transportation and Warehousing	7.61%
Information and Communications	0.85%
Finance, Insurance, and Real Estate	4.77%
Professional, Scientific, Management, Admin.	13.47%
Educational, Social and Health Services	19.41%
Entertainment and Hospitality related	9.12%
Other Services	9.47%
Public Administration	5.71%

Education (2009 ACS)

Total Population	
25+ Years Old	4,635
Completed Education	
< High School Graduate	22.57%
High School Graduate	26.28%
Some College or AA	39.12%
Bachelor Degree	6.71%
Graduate Degree	5.33%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	1,204
Private vs Public School Enrollment	
Percent Public Schools	77.34%
Percent Private Schools	22.66%

Language (2009 ACS)

Total Population	
5+ Years Old	6,776
Primary Language Spoken at Home	
English Only	65.07%
Spanish Only	13.02%
Asian/Pacific Island Language Only	0.00%
Other Language Only	0.19%
Bilingual	21.72%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	-609.79%
Renter Occupied	709.79%
Housing Costs	
Median House Value	\$406,908
Median Rent	\$1,281

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	4.24%
1 Vehicle	25.94%
>1 Vehicle	69.82%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	15.85%
50 - 74%	2.98%
75 - 99%	8.40%
100 - 124%	5.27%
125 - 149%	2.65%
150% - 199%	7.45%
200% +	57.39%
Percent Below Poverty Level	
Population	27.23%
Families	15.79%
Families With Children	29.21%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	743
Families With Children <18 Years	
Percent Single Parent	37.69%

Mountain Empire SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	5,991		
Total Asian Population	58	100.0%	1.0%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	2	2.8%	0.0%
Filipino	39	66.7%	0.6%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	11	19.4%	0.2%
Korean	0	0.0%	0.0%
Laotian	6	11.1%	0.1%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	55,405	100.00%
Age Distribution		
0 to 4 Years	3,275	5.91%
5 to 14 Years	6,806	12.28%
15 to 24 Years	8,776	15.84%
25 to 44 Years	14,044	25.35%
45 to 64 Years	16,352	29.51%
65+ Years	6,152	11.10%
Gender Distribution		
Male	26,714	48.22%
Female	28,691	51.78%
Race/Ethnicity		
White	42,655	76.99%
Hispanic	7,602	13.72%
Black	955	1.72%
Asian	1,908	3.44%
Other	2,285	4.12%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	18,306	100.00%
Household Income		
< \$45,000	7,658	41.83%
\$45,000 to \$75,000	5,935	32.42%
\$75,000 to \$100,000	2,738	14.96%
\$100,000 to \$125,000	1,261	6.89%
> \$125,000	714	3.90%
Income per Person in HH		
Median HH Income	\$52,058	
Persons Per HH	2.96	
Income per Person in HH	\$17,587.16	
Change from County	8.61%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	26,116
Labor Force	
Percent Unemployed	5.83%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	1,523
Armed Forces	518
Employed Civilians	24,075
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	35.02%
Service	14.97%
Sales and Office	30.66%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	11.04%
Production, Transportation, & Material Moving	8.31%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.32%
Utilities	1.04%
Construction	10.09%
Manufacturing	8.94%
Wholesale Trade	3.69%
Retail Trade	12.21%
Transportation and Warehousing	2.92%
Information and Communications	2.70%
Finance, Insurance, and Real Estate	8.31%
Professional, Scientific, Management, Admin.	11.34%
Educational, Social and Health Services	20.23%
Entertainment and Hospitality related	8.68%
Other Services	4.07%
Public Administration	5.45%

Education (2009 ACS)

Total Population	
25+ Years Old	34,213
Completed Education	
< High School Graduate	11.48%
High School Graduate	27.82%
Some College or AA	41.63%
Bachelor Degree	12.65%
Graduate Degree	6.41%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	10,844
Private vs Public School Enrollment	
Percent Public Schools	93.87%
Percent Private Schools	6.13%

Language (2009 ACS)

Total Population	
5+ Years Old	48,334
Primary Language Spoken at Home	
English Only	86.00%
Spanish Only	2.18%
Asian/Pacific Island Language Only	0.93%
Other Language Only	0.99%
Bilingual	9.91%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	73.76%
Renter Occupied	26.24%
Housing Costs	
Median House Value	\$410,125
Median Rent	\$1,335

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	2.93%
1 Vehicle	27.32%
>1 Vehicle	69.75%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.49%
50 - 74%	2.08%
75 - 99%	3.00%
100 - 124%	2.08%
125 - 149%	2.57%
150% - 199%	6.48%
200% +	81.29%
Percent Below Poverty Level	
Population	7.57%
Families	5.30%
Families With Children	6.61%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	6,867
Families With Children <18 Years	
Percent Single Parent	24.84%

Santee SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	55,405		
Total Asian Population	1,859	100.0%	3.4%
Asian Indian	36	1.9%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	185	10.0%	0.3%
Chinese; except Taiwanese	200	10.8%	0.4%
Filipino	1,149	61.8%	2.1%
Hmong	0	0.0%	0.0%
Indonesian	15	0.8%	0.0%
Japanese	80	4.3%	0.1%
Korean	181	9.7%	0.3%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	13	0.7%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	85,896	100.00%
Age Distribution		
0 to 4 Years	6,484	7.55%
5 to 14 Years	11,461	13.34%
15 to 24 Years	13,715	15.97%
25 to 44 Years	22,592	26.30%
45 to 64 Years	22,524	26.22%
65+ Years	9,120	10.62%
Gender Distribution		
Male	41,503	48.32%
Female	44,393	51.68%
Race/Ethnicity		
White	44,648	51.98%
Hispanic	22,419	26.10%
Black	8,034	9.35%
Asian	5,916	6.89%
Other	4,879	5.68%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	27,318	100.00%
Household Income		
< \$45,000	12,312	45.07%
\$45,000 to \$75,000	7,812	28.60%
\$75,000 to \$100,000	3,436	12.58%
\$100,000 to \$125,000	1,762	6.45%
> \$125,000	1,996	7.31%
Income per Person in HH		
Median HH Income	\$49,700	
Persons Per HH	3.11	
Income per Person in HH	\$15,980.71	
Change from County	-1.31%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	38,918
Labor Force	
Percent Unemployed	9.07%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	3,529
Armed Forces	803
Employed Civilians	34,586
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	34.38%
Service	18.07%
Sales and Office	29.34%
Farming, Fishing, & Forestry	0.18%
Construction, Extraction, & Maintenance	10.10%
Production, Transportation, & Material Moving	7.94%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.14%
Utilities	1.04%
Construction	8.14%
Manufacturing	7.14%
Wholesale Trade	2.01%
Retail Trade	14.31%
Transportation and Warehousing	3.12%
Information and Communications	1.69%
Finance, Insurance, and Real Estate	7.00%
Professional, Scientific, Management, Admin.	13.64%
Educational, Social and Health Services	21.61%
Entertainment and Hospitality related	8.56%
Other Services	4.96%
Public Administration	6.65%

Education (2009 ACS)

Total Population	
25+ Years Old	48,408
Completed Education	
< High School Graduate	14.02%
High School Graduate	23.06%
Some College or AA	36.98%
Bachelor Degree	16.11%
Graduate Degree	9.84%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	18,290
Private vs Public School Enrollment	
Percent Public Schools	90.67%
Percent Private Schools	9.33%

Language (2009 ACS)

Total Population	
5+ Years Old	70,695
Primary Language Spoken at Home	
English Only	73.41%
Spanish Only	6.41%
Asian/Pacific Island Language Only	1.31%
Other Language Only	1.36%
Bilingual	17.51%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	66.63%
Renter Occupied	33.37%
Housing Costs	
Median House Value	\$450,833
Median Rent	\$1,295

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	4.17%
1 Vehicle	27.68%
>1 Vehicle	68.15%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.32%
50 - 74%	2.15%
75 - 99%	2.98%
100 - 124%	5.20%
125 - 149%	3.36%
150% - 199%	7.62%
200% +	75.37%
Percent Below Poverty Level	
Population	8.45%
Families	6.67%
Families With Children	9.68%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	10,482
Families With Children <18 Years	
Percent Single Parent	33.25%

Spring Valley SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	85,896		
Total Asian Population	4,869	100.0%	5.7%
Asian Indian	258	5.3%	0.3%
Bangladeshi	0	0.0%	0.0%
Cambodian	11	0.2%	0.0%
Chinese; except Taiwanese	559	11.5%	0.7%
Filipino	2,613	53.7%	3.0%
Hmong	40	0.8%	0.0%
Indonesian	30	0.6%	0.0%
Japanese	475	9.8%	0.6%
Korean	291	6.0%	0.3%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	43	0.9%	0.0%
Sri Lankan	7	0.1%	0.0%
Taiwanese	33	0.7%	0.0%
Thai	19	0.4%	0.0%
Vietnamese	322	6.6%	0.4%
Other Asian	157	3.2%	0.2%
Other Asian; not specified	9	0.2%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

NORTH INLAND REGION DEMOGRAPHICS PROFILE

SRAs:

Anza Borrego Spring

Escondido

Fallbrook

North San Diego

Palomar-Julian

Pauma

Poway

Ramona

San Marcos

Valley Center

North Inland Region Profile

Demographic Data

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	579,151	100.00%
Age Distribution		
0 to 4 Years	41,047	7.09%
5 to 14 Years	76,341	13.18%
15 to 24 Years	88,337	15.25%
25 to 44 Years	147,256	25.43%
45 to 64 Years	151,334	26.13%
65+ Years	74,836	12.92%
Gender Distribution		
Male	283,858	49.01%
Female	295,293	50.99%
Race/Ethnicity		
White	333,601	57.60%
Hispanic	161,916	27.96%
Black	11,769	2.03%
Asian	49,800	8.60%
Other	22,065	3.81%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	191,279	100.00%
Household Income		
< \$45,000	79,782	41.71%
\$45,000 to \$75,000	49,258	25.75%
\$75,000 to \$100,000	25,340	13.25%
\$100,000 to \$125,000	15,973	8.35%
> \$125,000	20,926	10.94%

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	275,266
Labor Force	
Percent Unemployed	6.18%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	17,025
Armed Forces	4,072
Employed Civilians	254,169
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	41.72%
Service	16.55%
Sales and Office	23.94%
Farming, Fishing, & Forestry	1.02%
Construction, Extraction, & Maintenance	8.82%
Production, Transportation, & Material Moving	7.95%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.75%
Utilities	0.82%
Construction	8.79%
Manufacturing	11.29%
Wholesale Trade	3.59%
Retail Trade	10.22%
Transportation and Warehousing	2.43%
Information and Communications	2.87%
Finance, Insurance, and Real Estate	7.58%
Professional, Scientific, Management, Admin.	14.63%
Educational, Social and Health Services	17.81%
Entertainment and Hospitality related	9.41%
Other Services	4.93%
Public Administration	3.87%

Education (2009 ACS)

Total Population	
25+ Years Old	355,141
Completed Education	
< High School Graduate	13.52%
High School Graduate	19.56%
Some College or AA	30.51%
Bachelor Degree	22.95%
Graduate Degree	13.46%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	120,635
Private vs Public School Enrollment	
Percent Public Schools	91.70%
Percent Private Schools	8.30%

Language (2009 ACS)

Total Population	
5+ Years Old	502,491
Primary Language Spoken at Home	
English Only	67.71%
Spanish Only	10.91%
Asian/Pacific Island Language Only	2.80%
Other Language Only	1.32%
Bilingual	17.27%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	43.34%
Renter Occupied	56.66%

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	4.33%
1 Vehicle	26.47%
>1 Vehicle	69.19%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.69%
50 - 74%	2.06%
75 - 99%	2.61%
100 - 124%	3.69%
125 - 149%	3.54%
150% - 199%	7.41%
200% +	77.01%
Percent Below Poverty Level	
Population	8.35%
Families	5.29%
Families With Children	7.91%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	71,641
Families With Children <18 Years	
Percent Single Parent	22.82%

North Inland Region

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	579,151		
Total Asian Population	111,812	100.0%	19.3%
Asian Indian	5,256	4.7%	0.9%
Bangladeshi	0	0.0%	0.0%
Cambodian	1,085	1.0%	0.2%
Chinese; except Taiwanese	12,881	11.5%	2.2%
Filipino	65,466	58.5%	11.3%
Hmong	137	0.1%	0.0%
Indonesian	389	0.3%	0.1%
Japanese	5,719	5.1%	1.0%
Korean	6,688	6.0%	1.2%
Laotian	2,733	2.4%	0.5%
Malaysian	0	0.0%	0.0%
Pakistani	91	0.1%	0.0%
Sri Lankan	107	0.1%	0.0%
Taiwanese	959	0.9%	0.2%
Thai	442	0.4%	0.1%
Vietnamese	6,226	5.6%	1.1%
Other Asian	3,025	2.7%	0.5%
Other Asian; not specified	608	0.5%	0.1%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	4,971	100.00%
Age Distribution		
0 to 4 Years	172	3.46%
5 to 14 Years	464	9.33%
15 to 24 Years	726	14.60%
25 to 44 Years	1,156	23.25%
45 to 64 Years	1,154	23.21%
65+ Years	1,299	26.13%
Gender Distribution		
Male	2,467	49.63%
Female	2,504	50.37%
Race/Ethnicity		
White	1,971	39.65%
Hispanic	2,591	52.12%
Black	272	5.47%
Asian	52	1.05%
Other	85	1.71%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	2,645	100.00%
Household Income		
< \$45,000	1,696	64.12%
\$45,000 to \$75,000	574	21.70%
\$75,000 to \$100,000	176	6.65%
\$100,000 to \$125,000	102	3.86%
> \$125,000	97	3.67%
Income per Person in HH		
Median HH Income	\$34,982	
Persons Per HH	1.87	
Income per Person in HH	\$18,706.95	
Change from County	15.53%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	1,319
Labor Force	
Percent Unemployed	2.96%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	39
Armed Forces	0
Employed Civilians	1,280
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	28.44%
Service	39.14%
Sales and Office	15.63%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	10.55%
Production, Transportation, & Material Moving	6.25%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.56%
Utilities	2.03%
Construction	11.17%
Manufacturing	10.23%
Wholesale Trade	0.00%
Retail Trade	5.63%
Transportation and Warehousing	0.00%
Information and Communications	0.78%
Finance, Insurance, and Real Estate	4.45%
Professional, Scientific, Management, Admin.	3.83%
Educational, Social and Health Services	7.89%
Entertainment and Hospitality related	40.55%
Other Services	9.69%
Public Administration	2.19%

Education (2009 ACS)

Total Population	
25+ Years Old	2,237
Completed Education	
< High School Graduate	19.27%
High School Graduate	18.02%
Some College or AA	37.42%
Bachelor Degree	18.78%
Graduate Degree	6.53%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	775
Private vs Public School Enrollment	
Percent Public Schools	87.58%
Percent Private Schools	12.42%

Language (2009 ACS)

Total Population	
5+ Years Old	2,729
Primary Language Spoken at Home	
English Only	68.63%
Spanish Only	22.28%
Asian/Pacific Island Language Only	0.00%
Other Language Only	0.40%
Bilingual	8.68%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	80.03%
Renter Occupied	19.97%
Housing Costs	
Median House Value	\$274,200
Median Rent	\$594

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	6.33%
1 Vehicle	32.41%
>1 Vehicle	61.25%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.83%
50 - 74%	1.16%
75 - 99%	5.63%
100 - 124%	5.05%
125 - 149%	1.34%
150% - 199%	8.14%
200% +	73.85%
Percent Below Poverty Level	
Population	11.62%
Families	7.84%
Families With Children	17.82%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	202
Families With Children <18 Years	
Percent Single Parent	53.96%

Anza Borego SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	4,971		
Total Asian Population	0	n/a	0.0%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	0	0.0%	0.0%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	0	0.0%	0.0%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	163,647	100.00%
Age Distribution		
0 to 4 Years	14,034	8.58%
5 to 14 Years	23,849	14.57%
15 to 24 Years	24,748	15.12%
25 to 44 Years	46,538	28.44%
45 to 64 Years	37,067	22.65%
65+ Years	17,411	10.64%
Gender Distribution		
Male	81,155	49.59%
Female	82,492	50.41%
Race/Ethnicity		
White	78,189	47.78%
Hispanic	68,622	41.93%
Black	3,227	1.97%
Asian	8,234	5.03%
Other	5,375	3.28%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	50,889	100.00%
Household Income		
< \$45,000	27,611	54.26%
\$45,000 to \$75,000	12,463	24.49%
\$75,000 to \$100,000	4,838	9.51%
\$100,000 to \$125,000	2,712	5.33%
> \$125,000	3,265	6.42%
Income per Person in HH		
Median HH Income	\$41,503	
Persons Per HH	3.16	
Income per Person in HH	\$13,133.86	
Change from County	-18.89%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	76,878
Labor Force	
Percent Unemployed	7.15%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	5,493
Armed Forces	793
Employed Civilians	70,592
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	30.29%
Service	22.03%
Sales and Office	23.61%
Farming, Fishing, & Forestry	1.03%
Construction, Extraction, & Maintenance	12.35%
Production, Transportation, & Material Moving	10.68%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.69%
Utilities	0.59%
Construction	11.95%
Manufacturing	10.60%
Wholesale Trade	2.98%
Retail Trade	11.88%
Transportation and Warehousing	2.10%
Information and Communications	2.13%
Finance, Insurance, and Real Estate	6.10%
Professional, Scientific, Management, Admin.	13.35%
Educational, Social and Health Services	16.11%
Entertainment and Hospitality related	11.31%
Other Services	6.38%
Public Administration	2.82%

Education (2009 ACS)

Total Population	
25+ Years Old	93,449
Completed Education	
< High School Graduate	22.40%
High School Graduate	23.95%
Some College or AA	29.90%
Bachelor Degree	16.49%
Graduate Degree	7.26%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	37,147
Private vs Public School Enrollment	
Percent Public Schools	94.60%
Percent Private Schools	5.40%

Language (2009 ACS)

Total Population	
5+ Years Old	138,096
Primary Language Spoken at Home	
English Only	56.62%
Spanish Only	19.95%
Asian/Pacific Island Language Only	1.88%
Other Language Only	0.61%
Bilingual	20.94%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	80.89%
Renter Occupied	19.11%
Housing Costs	
Median House Value	\$628,275
Median Rent	\$1,326

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	6.66%
1 Vehicle	29.35%
>1 Vehicle	63.99%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	5.98%
50 - 74%	3.03%
75 - 99%	4.06%
100 - 124%	5.67%
125 - 149%	5.65%
150% - 199%	10.78%
200% +	64.84%
Percent Below Poverty Level	
Population	13.06%
Families	8.69%
Families With Children	13.24%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	19,670
Families With Children <18 Years	
Percent Single Parent	30.56%

Escondido SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	163,647		
Total Asian Population	9,532	100.0%	5.8%
Asian Indian	236	2.5%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	155	1.6%	0.1%
Chinese; except Taiwanese	1,023	10.7%	0.6%
Filipino	4,564	47.9%	2.8%
Hmong	0	0.0%	0.0%
Indonesian	31	0.3%	0.0%
Japanese	466	4.9%	0.3%
Korean	444	4.7%	0.3%
Laotian	475	5.0%	0.3%
Malaysian	0	0.0%	0.0%
Pakistani	131	1.4%	0.1%
Sri Lankan	14	0.1%	0.0%
Taiwanese	24	0.3%	0.0%
Thai	78	0.8%	0.0%
Vietnamese	1,661	17.4%	1.0%
Other Asian	176	1.8%	0.1%
Other Asian; not specified	53	0.6%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	49,939	100.00%
Age Distribution		
0 to 4 Years	3,473	6.95%
5 to 14 Years	6,521	13.06%
15 to 24 Years	7,409	14.84%
25 to 44 Years	12,728	25.49%
45 to 64 Years	11,700	23.43%
65+ Years	8,108	16.24%
Gender Distribution		
Male	24,939	49.94%
Female	25,000	50.06%
Race/Ethnicity		
White	28,490	57.05%
Hispanic	18,377	36.80%
Black	691	1.38%
Asian	1,108	2.22%
Other	1,273	2.55%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	16,308	100.00%
Household Income		
< \$45,000	7,577	46.46%
\$45,000 to \$75,000	4,114	25.23%
\$75,000 to \$100,000	1,780	10.91%
\$100,000 to \$125,000	1,223	7.50%
> \$125,000	1,614	9.90%
Income per Person in HH		
Median HH Income	\$48,756	
Persons Per HH	3.02	
Income per Person in HH	\$16,144.37	
Change from County	-0.30%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	21,207
Labor Force	
Percent Unemployed	7.78%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	1,650
Armed Forces	693
Employed Civilians	18,864
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	35.34%
Service	14.69%
Sales and Office	25.73%
Farming, Fishing, & Forestry	4.57%
Construction, Extraction, & Maintenance	10.89%
Production, Transportation, & Material Moving	8.77%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	6.93%
Utilities	0.82%
Construction	10.73%
Manufacturing	7.82%
Wholesale Trade	5.09%
Retail Trade	10.14%
Transportation and Warehousing	2.81%
Information and Communications	1.53%
Finance, Insurance, and Real Estate	6.86%
Professional, Scientific, Management, Admin.	14.03%
Educational, Social and Health Services	16.54%
Entertainment and Hospitality related	8.23%
Other Services	4.78%
Public Administration	3.69%

Education (2009 ACS)

Total Population	
25+ Years Old	30,378
Completed Education	
< High School Graduate	15.45%
High School Graduate	21.73%
Some College or AA	35.19%
Bachelor Degree	17.10%
Graduate Degree	10.53%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	10,157
Private vs Public School Enrollment	
Percent Public Schools	89.52%
Percent Private Schools	10.48%

Language (2009 ACS)

Total Population	
5+ Years Old	41,763
Primary Language Spoken at Home	
English Only	71.90%
Spanish Only	13.98%
Asian/Pacific Island Language Only	0.40%
Other Language Only	0.61%
Bilingual	13.10%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	70.81%
Renter Occupied	29.19%
Housing Costs	
Median House Value	\$539,136
Median Rent	\$1,335

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.30%
1 Vehicle	23.57%
>1 Vehicle	71.13%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.93%
50 - 74%	2.52%
75 - 99%	3.15%
100 - 124%	3.74%
125 - 149%	4.51%
150% - 199%	8.02%
200% +	74.13%
Percent Below Poverty Level	
Population	9.60%
Families	6.82%
Families With Children	11.12%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	4,838
Families With Children <18 Years	
Percent Single Parent	25.13%

Fallbrook SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	49,939		
Total Asian Population	883	100.0%	1.8%
Asian Indian	66	7.5%	0.1%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	100	11.3%	0.2%
Filipino	244	27.7%	0.5%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	168	19.0%	0.3%
Korean	63	7.1%	0.1%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	94	10.7%	0.2%
Taiwanese	0	0.0%	0.0%
Thai	27	3.0%	0.1%
Vietnamese	0	0.0%	0.0%
Other Asian	29	3.3%	0.1%
Other Asian; not specified	92	10.4%	0.2%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	109,912	100.00%
Age Distribution		
0 to 4 Years	6,742	6.13%
5 to 14 Years	13,149	11.96%
15 to 24 Years	16,308	14.84%
25 to 44 Years	26,683	24.28%
45 to 64 Years	32,892	29.93%
65+ Years	14,138	12.86%
Gender Distribution		
Male	52,554	47.81%
Female	57,358	52.19%
Race/Ethnicity		
White	68,662	62.47%
Hispanic	10,360	9.43%
Black	2,789	2.54%
Asian	23,233	21.14%
Other	4,868	4.43%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	38,880	100.00%
Household Income		
< \$45,000	11,598	29.83%
\$45,000 to \$75,000	10,423	26.81%
\$75,000 to \$100,000	6,527	16.79%
\$100,000 to \$125,000	4,302	11.06%
> \$125,000	6,030	15.51%
Income per Person in HH		
Median HH Income	\$67,539	
Persons Per HH	2.8	
Income per Person in HH	\$24,121.07	
Change from County	48.96%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	52,828
Labor Force	
Percent Unemployed	5.28%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,790
Armed Forces	1,071
Employed Civilians	48,967
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	57.82%
Service	10.33%
Sales and Office	23.81%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	3.75%
Production, Transportation, & Material Moving	4.30%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.11%
Utilities	0.89%
Construction	4.10%
Manufacturing	12.84%
Wholesale Trade	3.71%
Retail Trade	9.01%
Transportation and Warehousing	2.80%
Information and Communications	4.64%
Finance, Insurance, and Real Estate	9.51%
Professional, Scientific, Management, Admin.	16.90%
Educational, Social and Health Services	20.94%
Entertainment and Hospitality related	6.45%
Other Services	3.27%
Public Administration	4.83%

Education (2009 ACS)

Total Population	
25+ Years Old	68,198
Completed Education	
< High School Graduate	4.33%
High School Graduate	12.97%
Some College or AA	28.61%
Bachelor Degree	32.73%
Graduate Degree	21.36%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	21,024
Private vs Public School Enrollment	
Percent Public Schools	89.55%
Percent Private Schools	10.45%

Language (2009 ACS)

Total Population	
5+ Years Old	14,012
Primary Language Spoken at Home	
English Only	72.69%
Spanish Only	9.47%
Asian/Pacific Island Language Only	0.40%
Other Language Only	1.31%
Bilingual	16.13%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	50.36%
Renter Occupied	49.64%
Housing Costs	
Median House Value	\$512,767
Median Rent	\$1,116

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	3.54%
1 Vehicle	28.91%
>1 Vehicle	67.54%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.08%
50 - 74%	0.57%
75 - 99%	1.58%
100 - 124%	1.46%
125 - 149%	1.76%
150% - 199%	3.72%
200% +	88.83%
Percent Below Poverty Level	
Population	4.23%
Families	2.87%
Families With Children	3.12%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	14,698
Families With Children <18 Years	
Percent Single Parent	20.37%

North San Diego SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	109,912		
Total Asian Population	24,150	100.0%	22.0%
Asian Indian	3,754	15.5%	3.4%
Bangladeshi	48	0.2%	0.0%
Cambodian	57	0.2%	0.1%
Chinese; except Taiwanese	4,374	18.1%	4.0%
Filipino	8,968	37.1%	8.2%
Hmong	188	0.8%	0.2%
Indonesian	90	0.4%	0.1%
Japanese	1,055	4.4%	1.0%
Korean	2,055	8.5%	1.9%
Laotian	16	0.1%	0.0%
Malaysian	9	0.0%	0.0%
Pakistani	42	0.2%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	225	0.9%	0.2%
Thai	76	0.3%	0.1%
Vietnamese	2,414	10.0%	2.2%
Other Asian	612	2.5%	0.6%
Other Asian; not specified	165	0.7%	0.2%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	6,681	100.00%
Age Distribution		
0 to 4 Years	146	2.19%
5 to 14 Years	609	9.12%
15 to 24 Years	998	14.94%
25 to 44 Years	1,362	20.39%
45 to 64 Years	2,015	30.16%
65+ Years	1,551	23.22%
Gender Distribution		
Male	3,241	48.51%
Female	3,440	51.49%
Race/Ethnicity		
White	4,198	62.83%
Hispanic	1,538	23.02%
Black	291	4.36%
Asian	48	0.72%
Other	606	9.07%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	2,619	100.00%
Household Income		
< \$45,000	1,437	54.87%
\$45,000 to \$75,000	670	25.58%
\$75,000 to \$100,000	205	7.83%
\$100,000 to \$125,000	123	4.70%
> \$125,000	184	7.03%
Income per Person in HH		
Median HH Income	\$40,789	
Persons Per HH	2.48	
Income per Person in HH	\$16,447.18	
Change from County	1.57%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	2,601
Labor Force	
Percent Unemployed	7.38%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	192
Armed Forces	25
Employed Civilians	2,384
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	36.41%
Service	20.09%
Sales and Office	22.82%
Farming, Fishing, & Forestry	1.13%
Construction, Extraction, & Maintenance	13.05%
Production, Transportation, & Material Moving	6.50%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	7.51%
Utilities	1.30%
Construction	11.74%
Manufacturing	5.41%
Wholesale Trade	2.60%
Retail Trade	8.77%
Transportation and Warehousing	2.22%
Information and Communications	1.30%
Finance, Insurance, and Real Estate	5.87%
Professional, Scientific, Management, Admin.	9.31%
Educational, Social and Health Services	14.97%
Entertainment and Hospitality related	18.79%
Other Services	8.22%
Public Administration	1.97%

Education (2009 ACS)

Total Population	
25+ Years Old	4,283
Completed Education	
< High School Graduate	9.13%
High School Graduate	25.82%
Some College or AA	38.41%
Bachelor Degree	16.55%
Graduate Degree	10.09%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	1,034
Private vs Public School Enrollment	
Percent Public Schools	100.00%
Percent Private Schools	0.00%

Language (2009 ACS)

Total Population	
5+ Years Old	5,267
Primary Language Spoken at Home	
English Only	93.81%
Spanish Only	0.59%
Asian/Pacific Island Language Only	0.46%
Other Language Only	0.02%
Bilingual	5.13%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	-639.47%
Renter Occupied	739.47%
Housing Costs	
Median House Value	\$467,800
Median Rent	\$1,158

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	2.65%
1 Vehicle	29.26%
>1 Vehicle	68.09%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.78%
50 - 74%	1.11%
75 - 99%	2.07%
100 - 124%	4.51%
125 - 149%	3.98%
150% - 199%	8.26%
200% +	75.28%
Percent Below Poverty Level	
Population	7.97%
Families	6.86%
Families With Children	5.58%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	502
Families With Children <18 Years	
Percent Single Parent	17.13%

Palomar-Julian SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	6,681		
Total Asian Population	57	100.0%	0.9%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	2	4.3%	0.0%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	32	55.3%	0.5%
Korean	23	40.4%	0.3%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	5,812	100.00%
Age Distribution		
0 to 4 Years	408	7.02%
5 to 14 Years	798	13.73%
15 to 24 Years	1,110	19.10%
25 to 44 Years	1,569	27.00%
45 to 64 Years	1,278	21.99%
65+ Years	649	11.17%
Gender Distribution		
Male	3,011	51.81%
Female	2,801	48.19%
Race/Ethnicity		
White	1,111	19.12%
Hispanic	3,217	55.35%
Black	261	4.49%
Asian	71	1.22%
Other	1,152	19.82%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	2,214	100.00%
Household Income		
< \$45,000	1,217	54.97%
\$45,000 to \$75,000	526	23.76%
\$75,000 to \$100,000	217	9.80%
\$100,000 to \$125,000	112	5.06%
> \$125,000	142	6.41%
Income per Person in HH		
Median HH Income	\$41,283	
Persons Per HH	2.63	
Income per Person in HH	\$15,696.96	
Change from County	-3.06%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	2,952
Labor Force	
Percent Unemployed	5.25%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	155
Armed Forces	37
Employed Civilians	2,760
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	26.27%
Service	23.44%
Sales and Office	20.40%
Farming, Fishing, & Forestry	9.35%
Construction, Extraction, & Maintenance	12.79%
Production, Transportation, & Material Moving	7.75%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	12.97%
Utilities	0.40%
Construction	9.96%
Manufacturing	10.83%
Wholesale Trade	1.81%
Retail Trade	8.70%
Transportation and Warehousing	2.75%
Information and Communications	1.30%
Finance, Insurance, and Real Estate	4.17%
Professional, Scientific, Management, Admin.	12.03%
Educational, Social and Health Services	13.22%
Entertainment and Hospitality related	14.38%
Other Services	3.26%
Public Administration	4.20%

Education (2009 ACS)

Total Population	
25+ Years Old	4,169
Completed Education	
< High School Graduate	24.18%
High School Graduate	28.47%
Some College or AA	26.43%
Bachelor Degree	13.26%
Graduate Degree	7.65%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	1,293
Private vs Public School Enrollment	
Percent Public Schools	80.97%
Percent Private Schools	19.03%

Language (2009 ACS)

Total Population	
5+ Years Old	6,114
Primary Language Spoken at Home	
English Only	61.87%
Spanish Only	19.17%
Asian/Pacific Island Language Only	1.86%
Other Language Only	2.85%
Bilingual	14.25%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	-341.98%
Renter Occupied	441.98%
Housing Costs	
Median House Value	\$416,640
Median Rent	\$1,295

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	2.20%
1 Vehicle	22.76%
>1 Vehicle	75.04%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	4.27%
50 - 74%	2.56%
75 - 99%	3.26%
100 - 124%	4.18%
125 - 149%	7.56%
150% - 199%	10.41%
200% +	67.76%
Percent Below Poverty Level	
Population	10.09%
Families	7.80%
Families With Children	11.94%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	921
Families With Children <18 Years	
Percent Single Parent	29.86%

Pauma SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	5,812		
Total Asian Population	213	100.0%	3.7%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	0	0.0%	0.0%
Filipino	133	62.4%	2.3%
Hmong	0	0.0%	0.0%
Indonesian	0	0.0%	0.0%
Japanese	2	0.8%	0.0%
Korean	78	36.7%	1.3%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	0	0.0%	0.0%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	90,668	100.00%
Age Distribution		
0 to 4 Years	4,796	5.29%
5 to 14 Years	11,495	12.68%
15 to 24 Years	14,872	16.40%
25 to 44 Years	19,889	21.94%
45 to 64 Years	28,513	31.45%
65+ Years	11,103	12.25%
Gender Distribution		
Male	43,819	48.33%
Female	46,849	51.67%
Race/Ethnicity		
White	64,853	71.53%
Hispanic	9,696	10.69%
Black	1,711	1.89%
Asian	11,021	12.16%
Other	3,387	3.74%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	29,680	100.00%
Household Income		
< \$45,000	7,467	25.16%
\$45,000 to \$75,000	7,241	24.40%
\$75,000 to \$100,000	5,088	17.14%
\$100,000 to \$125,000	3,767	12.69%
> \$125,000	6,117	20.61%
Income per Person in HH		
Median HH Income	\$75,649	
Persons Per HH	3.04	
Income per Person in HH	\$24,884.54	
Change from County	53.68%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	46,289
Labor Force	
Percent Unemployed	4.14%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	1,917
Armed Forces	529
Employed Civilians	43,843
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	55.27%
Service	10.69%
Sales and Office	22.75%
Farming, Fishing, & Forestry	0.00%
Construction, Extraction, & Maintenance	6.22%
Production, Transportation, & Material Moving	5.07%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.05%
Utilities	0.91%
Construction	6.38%
Manufacturing	13.27%
Wholesale Trade	3.39%
Retail Trade	8.85%
Transportation and Warehousing	2.52%
Information and Communications	3.60%
Finance, Insurance, and Real Estate	8.90%
Professional, Scientific, Management, Admin.	17.25%
Educational, Social and Health Services	19.80%
Entertainment and Hospitality related	6.59%
Other Services	3.83%
Public Administration	4.64%

Education (2009 ACS)

Total Population	
25+ Years Old	59,511
Completed Education	
< High School Graduate	4.73%
High School Graduate	13.25%
Some College or AA	28.39%
Bachelor Degree	31.47%
Graduate Degree	22.16%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	18,456
Private vs Public School Enrollment	
Percent Public Schools	89.48%
Percent Private Schools	10.52%

Language (2009 ACS)

Total Population	
5+ Years Old	82,962
Primary Language Spoken at Home	
English Only	77.66%
Spanish Only	3.32%
Asian/Pacific Island Language Only	3.90%
Other Language Only	1.32%
Bilingual	13.80%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	74.26%
Renter Occupied	25.74%
Housing Costs	
Median House Value	\$645,400
Median Rent	\$1,676

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	2.21%
1 Vehicle	21.09%
>1 Vehicle	76.70%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	1.71%
50 - 74%	1.06%
75 - 99%	0.87%
100 - 124%	1.23%
125 - 149%	1.09%
150% - 199%	3.11%
200% +	90.93%
Percent Below Poverty Level	
Population	3.65%
Families	2.10%
Families With Children	3.66%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	12,361
Families With Children <18 Years	
Percent Single Parent	15.78%

Poway SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	90,668		
Total Asian Population	12,203	100.0%	13.5%
Asian Indian	1,603	13.1%	1.8%
Bangladeshi	0	0.0%	0.0%
Cambodian	186	1.5%	0.2%
Chinese; except Taiwanese	2,365	19.4%	2.6%
Filipino	3,833	31.4%	4.2%
Hmong	0	0.0%	0.0%
Indonesian	16	0.1%	0.0%
Japanese	555	4.5%	0.6%
Korean	761	6.2%	0.8%
Laotian	24	0.2%	0.0%
Malaysian	50	0.4%	0.1%
Pakistani	70	0.6%	0.1%
Sri Lankan	0	0.0%	0.0%
Taiwanese	196	1.6%	0.2%
Thai	40	0.3%	0.0%
Vietnamese	1,752	14.4%	1.9%
Other Asian	742	6.1%	0.8%
Other Asian; not specified	9	0.1%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	35,010	100.00%
Age Distribution		
0 to 4 Years	2,237	6.39%
5 to 14 Years	4,499	12.85%
15 to 24 Years	6,006	17.16%
25 to 44 Years	8,113	23.17%
45 to 64 Years	10,313	29.46%
65+ Years	3,842	10.97%
Gender Distribution		
Male	17,381	49.65%
Female	17,629	50.35%
Race/Ethnicity		
White	25,188	71.95%
Hispanic	7,789	22.25%
Black	439	1.25%
Asian	430	1.23%
Other	1,164	3.32%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	10,779	100.00%
Household Income		
< \$45,000	3,957	36.71%
\$45,000 to \$75,000	3,084	28.61%
\$75,000 to \$100,000	1,838	17.05%
\$100,000 to \$125,000	848	7.87%
> \$125,000	1,052	9.76%
Income per Person in HH		
Median HH Income	\$58,663	
Persons Per HH	3.19	
Income per Person in HH	\$18,389.66	
Change from County	13.57%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	17,968
Labor Force	
Percent Unemployed	7.69%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	1,381
Armed Forces	215
Employed Civilians	16,372
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	36.68%
Service	17.18%
Sales and Office	24.76%
Farming, Fishing, & Forestry	0.70%
Construction, Extraction, & Maintenance	12.77%
Production, Transportation, & Material Moving	7.93%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	2.18%
Utilities	0.59%
Construction	13.60%
Manufacturing	9.57%
Wholesale Trade	4.00%
Retail Trade	10.01%
Transportation and Warehousing	3.42%
Information and Communications	2.77%
Finance, Insurance, and Real Estate	6.69%
Professional, Scientific, Management, Admin.	9.64%
Educational, Social and Health Services	16.71%
Entertainment and Hospitality related	10.90%
Other Services	5.43%
Public Administration	4.50%

Education (2009 ACS)

Total Population	
25+ Years Old	22,238
Completed Education	
< High School Graduate	12.15%
High School Graduate	24.76%
Some College or AA	37.67%
Bachelor Degree	17.66%
Graduate Degree	7.76%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	7,228
Private vs Public School Enrollment	
Percent Public Schools	92.96%
Percent Private Schools	7.04%

Language (2009 ACS)

Total Population	
5+ Years Old	32,449
Primary Language Spoken at Home	
English Only	83.02%
Spanish Only	5.15%
Asian/Pacific Island Language Only	0.49%
Other Language Only	0.60%
Bilingual	10.74%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	32.53%
Renter Occupied	132.53%
Housing Costs	
Median House Value	\$450,833
Median Rent	\$1,486

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	2.31%
1 Vehicle	18.04%
>1 Vehicle	79.65%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.85%
50 - 74%	1.39%
75 - 99%	2.20%
100 - 124%	4.62%
125 - 149%	3.04%
150% - 199%	6.19%
200% +	79.72%
Percent Below Poverty Level	
Population	6.44%
Families	3.95%
Families With Children	6.17%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	4,618
Families With Children <18 Years	
Percent Single Parent	14.16%

Ramona SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	35,010		
Total Asian Population	657	100.0%	1.9%
Asian Indian	0	0.0%	0.0%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	251	38.2%	0.7%
Filipino	266	40.5%	0.8%
Hmong	57	8.7%	0.2%
Indonesian	0	0.0%	0.0%
Japanese	45	6.9%	0.1%
Korean	10	1.5%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	0	0.0%	0.0%
Thai	0	0.0%	0.0%
Vietnamese	28	4.3%	0.1%
Other Asian	0	0.0%	0.0%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	90,007	100.00%
Age Distribution		
0 to 4 Years	7,704	8.56%
5 to 14 Years	12,666	14.07%
15 to 24 Years	12,548	13.94%
25 to 44 Years	24,992	27.77%
45 to 64 Years	19,940	22.15%
65+ Years	12,157	13.51%
Gender Distribution		
Male	44,084	48.98%
Female	45,923	51.02%
Race/Ethnicity		
White	45,948	51.05%
Hispanic	34,252	38.05%
Black	1,760	1.96%
Asian	5,233	5.81%
Other	2,814	3.13%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	29,556	100.00%
Household Income		
< \$45,000	14,370	48.62%
\$45,000 to \$75,000	8,129	27.50%
\$75,000 to \$100,000	3,616	12.23%
\$100,000 to \$125,000	2,026	6.85%
> \$125,000	1,415	4.79%
Income per Person in HH		
Median HH Income	\$46,361	
Persons Per HH	3.03	
Income per Person in HH	\$15,300.66	
Change from County	-5.51%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	42,939
Labor Force	
Percent Unemployed	6.72%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	2,885
Armed Forces	663
Employed Civilians	39,391
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	34.23%
Service	19.94%
Sales and Office	25.57%
Farming, Fishing, & Forestry	0.96%
Construction, Extraction, & Maintenance	8.64%
Production, Transportation, & Material Moving	10.68%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	1.20%
Utilities	1.04%
Construction	8.02%
Manufacturing	11.88%
Wholesale Trade	4.32%
Retail Trade	11.17%
Transportation and Warehousing	1.95%
Information and Communications	2.44%
Finance, Insurance, and Real Estate	7.16%
Professional, Scientific, Management, Admin.	14.90%
Educational, Social and Health Services	16.82%
Entertainment and Hospitality related	10.33%
Other Services	4.99%
Public Administration	3.78%

Education (2009 ACS)

Total Population	
25+ Years Old	55,756
Completed Education	
< High School Graduate	18.50%
High School Graduate	21.59%
Some College or AA	30.79%
Bachelor Degree	19.45%
Graduate Degree	9.68%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	19,640
Private vs Public School Enrollment	
Percent Public Schools	93.67%
Percent Private Schools	6.33%

Language (2009 ACS)

Total Population	
5+ Years Old	79,301
Primary Language Spoken at Home	
English Only	61.29%
Spanish Only	15.54%
Asian/Pacific Island Language Only	2.09%
Other Language Only	1.18%
Bilingual	19.91%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	96.96%
Renter Occupied	3.04%
Housing Costs	
Median House Value	\$446,231
Median Rent	\$1,094

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	5.02%
1 Vehicle	30.44%
>1 Vehicle	64.54%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	3.90%
50 - 74%	3.16%
75 - 99%	3.09%
100 - 124%	5.16%
125 - 149%	4.31%
150% - 199%	10.45%
200% +	69.94%
Percent Below Poverty Level	
Population	10.14%
Families	6.37%
Families With Children	9.01%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	11,465
Families With Children <18 Years	
Percent Single Parent	22.13%

San Marcos SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	90,007		
Total Asian Population	6,227	100.0%	6.9%
Asian Indian	343	5.5%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	131	2.1%	0.1%
Chinese; except Taiwanese	993	15.9%	1.1%
Filipino	2,167	34.8%	2.4%
Hmong	0	0.0%	0.0%
Indonesian	19	0.3%	0.0%
Japanese	439	7.0%	0.5%
Korean	512	8.2%	0.6%
Laotian	215	3.4%	0.2%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	71	1.1%	0.1%
Taiwanese	81	1.3%	0.1%
Thai	32	0.5%	0.0%
Vietnamese	760	12.2%	0.8%
Other Asian	281	4.5%	0.3%
Other Asian; not specified	185	3.0%	0.2%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.

Demographic Profile (2009 SANDAG Estimates)

	Number	Percent
Total Population	22,504	100.00%
Age Distribution		
0 to 4 Years	1,335	5.93%
5 to 14 Years	2,291	10.18%
15 to 24 Years	3,612	16.05%
25 to 44 Years	4,226	18.78%
45 to 64 Years	6,462	28.71%
65+ Years	4,578	20.34%
Gender Distribution		
Male	11,207	49.80%
Female	11,297	50.20%
Race/Ethnicity		
White	14,991	66.61%
Hispanic	5,474	24.32%
Black	328	1.46%
Asian	370	1.64%
Other	1,341	5.96%

Household (HH) Income (2009 SANDAG Estimates)

	Number	Percent
Total Households	7,709	100.00%
Household Income		
< \$45,000	2,852	37.00%
\$45,000 to \$75,000	2,034	26.38%
\$75,000 to \$100,000	1,055	13.69%
\$100,000 to \$125,000	758	9.83%
> \$125,000	1,010	13.10%
Income per Person in HH		
Median HH Income	\$59,112	
Persons Per HH	2.89	
Income per Person in HH	\$20,453.98	
Change from County	26.32%	

Unemployment Estimates (2009 ACS)

Eligible Labor Force	
16+ Years	10,285
Labor Force	
Percent Unemployed	5.09%

Occupation (2009 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	523
Armed Forces	46
Employed Civilians	9,716
Employed Civilian Occupation Category (16+ Yrs)	
Management, Professional, & Related	41.12%
Service	17.54%
Sales and Office	23.38%
Farming, Fishing, & Forestry	2.23%
Construction, Extraction, & Maintenance	8.23%
Production, Transportation, & Material Moving	7.49%

Industry (2009 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	5.04%
Utilities	1.09%
Construction	10.23%
Manufacturing	8.62%
Wholesale Trade	3.03%
Retail Trade	8.53%
Transportation and Warehousing	2.44%
Information and Communications	1.62%
Finance, Insurance, and Real Estate	9.03%
Professional, Scientific, Management, Admin.	12.69%
Educational, Social and Health Services	16.89%
Entertainment and Hospitality related	11.46%
Other Services	5.84%
Public Administration	3.50%

Education (2009 ACS)

Total Population	
25+ Years Old	14,922
Completed Education	
< High School Graduate	12.05%
High School Graduate	23.60%
Some College or AA	28.01%
Bachelor Degree	22.76%
Graduate Degree	13.58%

School Enrollment (2009 ACS)

Population Eligible for Enrollment	
4 to 18 years	3,881
Private vs Public School Enrollment	
Percent Public Schools	87.63%
Percent Private Schools	12.37%

Language (2009 ACS)

Total Population	
5+ Years Old	20,491
Primary Language Spoken at Home	
English Only	78.42%
Spanish Only	7.61%
Asian/Pacific Island Language Only	0.54%
Other Language Only	0.81%
Bilingual	12.62%

Housing Estimates (2009 ACS)

Occupancy	
Owner Occupied	88.17%
Renter Occupied	11.83%
Housing Costs	
Median House Value	\$545,550
Median Rent	\$1,094

Personal Vehicles (2009 ACS)

Household Vehicle Availability	
No Vehicle	1.16%
1 Vehicle	20.52%
>1 Vehicle	78.32%

Poverty Estimates (2009 ACS)

Income Percent of Poverty Level	
<50%	2.74%
50 - 74%	2.14%
75 - 99%	1.57%
100 - 124%	2.29%
125 - 149%	1.73%
150% - 199%	6.02%
200% +	83.51%
Percent Below Poverty Level	
Population	6.45%
Families	2.99%
Families With Children	5.03%

Single Parent Homes (2009 ACS)

Total Family Households	
With Children <18 Years	2,366
Families With Children <18 Years	
Percent Single Parent	21.68%

Valley Center SRA

Asian Population Distribution (2009 ACS)*

	Number*	Percent of Asian Population	Percent of Total Population
Total Population	22,504		
Total Asian Population	877	100.0%	3.9%
Asian Indian	89	10.1%	0.4%
Bangladeshi	0	0.0%	0.0%
Cambodian	0	0.0%	0.0%
Chinese; except Taiwanese	96	11.0%	0.4%
Filipino	168	19.2%	0.7%
Hmong	0	0.0%	0.0%
Indonesian	195	22.3%	0.9%
Japanese	88	10.0%	0.4%
Korean	0	0.0%	0.0%
Laotian	0	0.0%	0.0%
Malaysian	0	0.0%	0.0%
Pakistani	0	0.0%	0.0%
Sri Lankan	0	0.0%	0.0%
Taiwanese	20	2.3%	0.1%
Thai	0	0.0%	0.0%
Vietnamese	177	20.1%	0.8%
Other Asian	44	5.0%	0.2%
Other Asian; not specified	0	0.0%	0.0%

*Estimated number based off 2009 ACS percentages and 2009 SANDAG Population Estimates.