



**2010 American
Community Survey**



Table of Contents

Background.....	3
How To Use These Data.....	3
2006-2010 Five-Year American Community Survey Characteristics in San Diego County	4
Social and Demographic Characteristics.....	4
Economic Characteristics	6
Housing Characteristics	9

Figures

Figure 1: Type of Release Depends on Population Size.....	3
Figure 2: Educational Attainment.....	5
Figure 3: Household Income	6
Figure 4: Housing Units by Type.....	9

Tables

Table 1: Race/Ethnicity.....	4
Table 2: Race/Ethnicity by City	4
Table 3: Educational Attainment by City	5
Table 4: Total Household Income by City	7
Table 5: Means of Transportation to Work	8
Table 6: Means of Transportation to Work	8

As the state-designated Regional Census Data Center for the San Diego Region, SANDAG is committed to providing the latest information about census data. The American Community Survey (ACS) is a survey that provides annual demographic data for the San Diego region. The *info* is a series of annual ACS *infos* that will be updated with the latest data and information.

Please contact SANDAG at (619) 699-1900 for more information about the ACS or other census datasets.

Background

The American Community Survey (ACS) is the United States Census Bureau's program for collecting and disseminating demographic, socioeconomic, and housing data. The program began testing and development in 1996. Full nationwide implementation began in January 2005. Approximately one out of 40 addresses (2.5%) is surveyed each year, which equals about 3 million addresses a year. In San Diego County, one out of 40 equates to almost 29,000 addresses each year (based on SANDAG 2010 population and housing estimates).

ACS data is an invaluable resource for understanding the region's current demographic landscape. The survey was created to provide more timely data. Unlike the decennial census long form previously produced every ten years, the ACS releases estimates annually. The ACS replaced the long form which was not included in the 2010 Census. The 2010 Census counted the population. It did not collect characteristic information about the population, such as household income and education. The ACS is now the official Census source for that data.

The type of ACS data release depends upon an area's population size. Data are now released annually for all geographic areas. Geographic areas with a population less than 65,000 and greater than 20,000 are released as 3-year and 5-year period estimates, while areas smaller than 20,000 are released as 5-year estimates (Figure 1). Period estimates represent the characteristics of the population and housing over a specific data collection period. Data are combined to produce 12 months, 36 months or 60 months of data. Three-and-five-year period estimates are released for areas with fewer than 65,000 people, because more time is needed to acquire enough survey respondents for a statistically reliable sample size. The 1-, 3-, and 5-year estimates are now available on the Census Bureau's Web site.

Figure 1
Type of Release Depends on Population Size

Data collected between...	Data pooled to produce	Data published for areas with
January 1, 2010 and December 31, 2010	2010 ACS 1-year estimates	Populations of 65,000+
January 1, 2008 and December 31, 2010	2008-2010 ACS 3-year estimates	Populations of 20,000+
January 1, 2006 and December 31, 2010	2006-2010 ACS 5-year estimates	Populations of almost any size

How To Use These Data

The annual data releases are a timely improvement over previous decennial census data releases, but they also create differences in data interpretation. Most of these differences can be attributed to the smaller ACS sample size than the decennial census long form. One in six households was surveyed in Census 2000 versus one in 40 households surveyed for the ACS. When using the data, users need to be aware of the following issues:

- ACS estimates are less precise than decennial census estimates. The smaller sample size means a larger margin of error. The ACS data products report a margin of error that should be taken into consideration when making comparisons between different time periods or geographic areas.
- Period estimates should only be compared to other period estimates of the same time frame. For example, 5-year estimates should only be compared to other 5-year estimates, not 1-year estimates.
- The 3-year and 5-year estimates should not be compared with ranges in time that overlap. For example, estimates from 2007-2009 should not be compared to 2008-2010. The ranges need to be independent from one another. Data from 2007-2010 can be compared to 2011-2013 when these data become available.
- Not all of the data are directly comparable to Census 2000 long form data. The surveys have different methodologies. For example, the Census 2000 uses April 1, 2000, as its reference date for questions, while the ACS uses the month before the survey. Some questions, such as those pertaining to disability status, may have been asked differently too.

2006-2010 Five-Year American Community Survey Characteristics in San Diego County

This *info* highlights socio-economic 2006-2010 5-year period estimates for the County of San Diego, with select information also shown for the cities. The latest ACS data releases occurred in the fall of 2011. One-year and three-year estimates also are available for cities within the County of San Diego, with the only exception being Del Mar, since populations need to be greater than 65,000 for one-year estimates and 20,000 for three-year estimates.

Social and Demographic Characteristics

The median age of San Diego County's household population was 34.5 years old. The percentage of males and females is even, with 50 percent each. As shown in Table 1, 50 percent of the County's household populations are White. Hispanics are the second largest race/ethnic group with 31 percent. Information for each city is shown in Table 2.

Table 1
Race/Ethnicity, Total Population
San Diego County, 2006-2010

Race/Ethnicity	Percent of Total Population
Hispanic	31%
White	50%
Black	5%
American Indian and Alaska Native	<1%
Asian	11%
Native Hawaiian and Pacific Islander	<1%
Other	3%

Table 2
Race/Ethnicity by City
San Diego County, 2006-2010

	Hispanic	White	Black	American Indian/Alaskan Native	Asian	Native Hawaiian/Pacific Islander	Other
Carlsbad	13%	76%	1%	<1%	7%	<1%	2%
Chula Vista	56%	22%	5%	<1%	14%	1%	3%
Coronado	16%	76%	3%	<1%	3%	<1%	2%
Del Mar	0%	94%	0%	0%	2%	0%	4%
El Cajon	31%	53%	5%	<1%	5%	1%	5%
Encinitas	16%	78%	<1%	<1%	4%	<1%	3%
Escondido	46%	44%	2%	<1%	6%	<1%	2%
Imperial Beach	49%	36%	5%	<1%	6%	<1%	3%
La Mesa	17%	64%	7%	<1%	7%	<1%	5%
Lemon Grove	40%	38%	11%	<1%	6%	0%	5%
National City	64%	11%	4%	<1%	19%	<1%	2%
Oceanside	36%	49%	4%	<1%	6%	1%	4%
Poway	16%	70%	1%	<1%	10%	0%	4%
San Diego	28%	46%	7%	<1%	16%	1%	3%
San Marcos	37%	49%	2%	<1%	8%	1%	2%
Santee	16%	74%	1%	1%	4%	<1%	4%
Solana Beach	16%	76%	3%	0%	5%	0%	1%
Vista	46%	44%	2%	<1%	4%	1%	3%
COUNTY	31%	50%	5%	<1%	11%	<1%	3%

Figure 2 shows the educational attainment levels for San Diego County residents (age 25 years or older). Approximately one-third of the region’s household population has a high school degree or less (35%), some college (31%) or a Bachelor’s degree or higher (34%). Information for each city is shown in Table 3.

Figure 2
Educational Attainment, Total Population, 25 Years or Older
San Diego County, 2006-2010

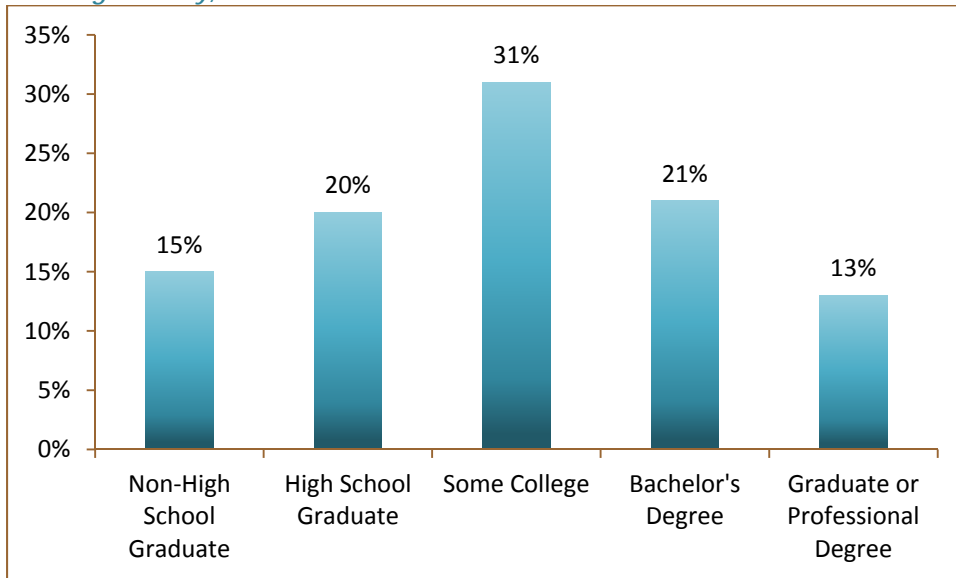


Table 3
Educational Attainment by City
San Diego County, 2006-2010

	Non-High School Graduate	High School Graduate	Some College	Bachelor's Degree	Graduate or Professional Degree
Carlsbad	4%	14%	31%	32%	19%
Chula Vista	18%	21%	35%	18%	8%
Coronado	4%	12%	28%	31%	24%
Del Mar	<1%	5%	16%	42%	38%
El Cajon	20%	29%	34%	11%	5%
Encinitas	7%	13%	26%	32%	22%
Escondido	25%	24%	29%	16%	7%
Imperial Beach	19%	31%	34%	11%	5%
La Mesa	9%	20%	38%	22%	11%
Lemon Grove	15%	30%	39%	11%	6%
National City	35%	27%	26%	10%	2%
Oceanside	17%	23%	35%	17%	8%
Poway	6%	16%	32%	28%	18%
San Diego	14%	17%	29%	25%	16%
San Marcos	19%	21%	31%	20%	9%
Santee	12%	26%	43%	13%	6%
Solana Beach	6%	10%	25%	36%	24%
Vista	25%	23%	31%	15%	6%
COUNTY	15%	20%	31%	21%	13%

Half of the region’s residents (household population age 15 years or older) are married (50%). Two out of three households is a family household (66%) and about half of those include children under 18 years old (53%). (A family household includes two or more people living in the same household related by birth, marriage, or adoption.) The average household size is 2.75 and the average family size is 3.34.

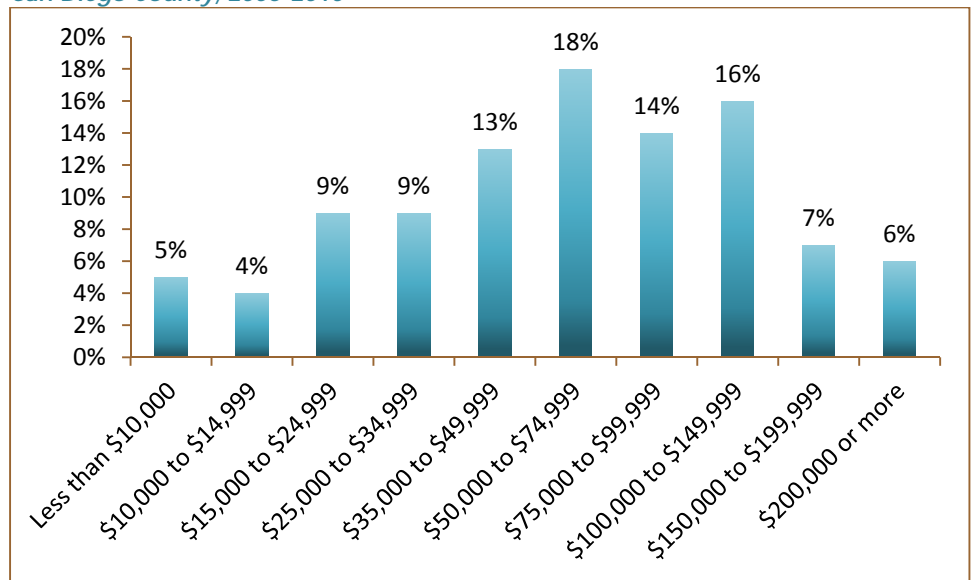
Economic Characteristics

The median household income for San Diego County was \$63,069. In Figure 3, the household income distribution shows that the largest percentage of households is in the \$50,000 to \$74,999 category (18%). On the far ends of the distribution, nine percent of households have incomes less than \$15,000, and 13 percent have incomes of \$150,000 or more. Information for each city is shown in Table 4.

Nine percent of families in the County are below the poverty level. Of those, 40 percent are female single parent families with at least one child under the age of 18 years old. Twelve percent of individuals fall below the poverty level. Of those, almost one-third are under 18 years old (31%).

The Census Bureau uses established poverty thresholds based on family size and number of children. If the total income for a family is less than the set threshold, then they are classified as being “below the poverty level.” The poverty threshold for a four-person family with two children is \$22,314. Individuals who are not living in family households also are measured against an appropriate income threshold.

Figure 3
Household Income, Total Households
San Diego County, 2006-2010



**Please note: The ACS household income estimates do not match SANDAG 2010 estimates. This is due to differences in methodology between the ACS and the Census 2000, which is the base year of SANDAG current estimates.*

*Table 4
Total Household Income by City
San Diego, County, 2006-2010*

	Less Than \$10,000	\$10,000 to \$14,999	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 or more
Carlsbad	4%	2%	6%	7%	11%	15%	13%	19%	11%	12%
Chula Vista	4%	5%	9%	9%	13%	19%	15%	17%	6%	4%
Coronado	5%	1%	7%	5%	10%	14%	14%	20%	10%	15%
Del Mar	1%	2%	3%	7%	7%	12%	15%	14%	15%	24%
El Cajon	6%	7%	13%	11%	15%	20%	12%	11%	3%	3%
Encinitas	5%	3%	6%	6%	10%	14%	12%	18%	11%	15%
Escondido	6%	5%	11%	11%	16%	19%	11%	13%	5%	4%
Imperial Beach	7%	6%	11%	14%	16%	20%	13%	9%	2%	2%
La Mesa	6%	5%	11%	12%	15%	18%	15%	13%	4%	2%
Lemon Grove	5%	9%	13%	9%	13%	17%	18%	12%	2%	2%
National City	9%	9%	16%	15%	18%	15%	10%	8%	1%	1%
Oceanside	4%	4%	8%	10%	13%	20%	16%	17%	6%	4%
Poway	2%	3%	4%	4%	8%	15%	16%	20%	15%	13%
San Diego	6%	5%	9%	9%	13%	17%	14%	15%	7%	7%
San Marcos	5%	3%	10%	11%	14%	19%	11%	16%	7%	5%
Santee	3%	4%	7%	7%	13%	21%	17%	21%	6%	2%
Solana Beach	6%	3%	4%	6%	9%	16%	11%	19%	10%	16%
Vista	4%	3%	10%	13%	19%	19%	14%	14%	4%	2%
COUNTY	5%	4%	9%	9%	13%	18%	14%	16%	7%	6%

Like the previous decennial census, the ACS collects information about the commute between home and work. These data are released with the economic characteristics. Table 5 shows commuters (workers 16 years and older) by their means of transportation to work. The vast majority (80%) drive to work alone. Eleven percent carpool, and 4 percent use transit to get to work. Three percent walked and 2 percent used other means, like biking, taxi, or motorcycle. Information for each city is shown in Table 6. Please note these percentages do not include “worked at home.” Therefore, percentages in this *info* may be higher than other reports.

Table 5
Means of Transportation to Work, Workers 16 years and over
San Diego County, 2006-2010

Means of Transportation	Percent of Household Population
Car, truck, or van -- drive alone	80%
Car, truck, or van -- carpooled	11%
Public transportation (excluding taxicab)	4%
Walked	3%
Other means	2%

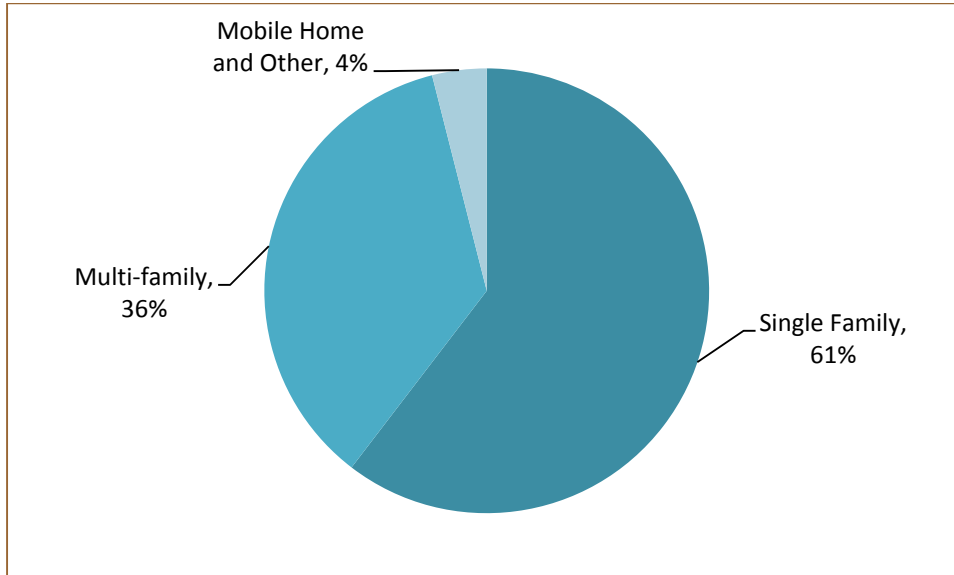
Table 6
Means of Transportation to Work, Workers 16 years and over, by City,
San Diego, County, 2006-2010

	Car, truck, or van – drive alone	Car, truck, or van - carpool	Public Transportation	Walked	Other Means
Carlsbad	86%	8%	2%	2%	2%
Chula Vista	81%	12%	3%	2%	1%
Coronado	68%	8%	7%	10%	7%
Del Mar	87%	5%	1%	2%	4%
El Cajon	80%	12%	4%	3%	1%
Encinitas	84%	8%	2%	2%	3%
Escondido	76%	17%	3%	2%	3%
Imperial Beach	77%	11%	7%	2%	3%
La Mesa	81%	12%	4%	2%	1%
Lemon Grove	79%	13%	5%	1%	2%
National City	67%	18%	8%	4%	2%
Oceanside	79%	14%	5%	2%	2%
Poway	85%	10%	1%	2%	2%
San Diego	80%	10%	4%	3%	2%
San Marcos	82%	13%	2%	2%	1%
Santee	85%	10%	1%	1%	2%
Solana Beach	80%	13%	1%	4%	2%
Vista	77%	16%	3%	2%	2%
COUNTY	80%	11%	4%	3%	2%

Housing Characteristics

Most of the housing units in San Diego County are single family (61%). A little more than a third of the housing units (36%) are multi-family and four percent are mobile homes or other housing stock, like boats, RVs, etc. *

Figure 4
*Housing Units by Type, Total Housing Units
San Diego County, 2006-2010*



* The ACS unit type estimates are not directly comparable with SANDAG current estimates, which are based on data from the San Diego County Assessor's office. The Census Bureau and the Assessor's office use different definitions of structure type.

More than half (56%) of all occupied housing units are owned by their residents. Correspondingly, 44 percent of households are renter-occupied. The average household size for owner-occupied units is 2.80 and the average household size for renter-occupied units is 2.68.

A little more than half of all households (53%) pay 30 percent or more of their household income for housing costs.

info

info presents information produced as part of SANDAG's overall planning program. The series contains population, housing, employment, land use, transportation, criminal justice, and other data, as well as occasional reports on other subjects of general interest. This report is financed with federal funds from the United States Department of Transportation, state funds from Caltrans, and local funds from SANDAG member jurisdictions.

AMERICAN COMMUNITY SURVEY

The ACS is a valuable source for demographic data in the San Diego region. This *info* is designed to give the reader a brief introduction to the ACS and its data. More data are available through the U.S. Census Bureau's Web site at www.census.gov/acs, or contact SANDAG at (619) 699-1900 for additional information about American Community Survey data.

In addition to preparing annual estimates of the region's demographic and economic characteristics, SANDAG maintains information from the census, land use inventories, transportation information, and more. This information can be downloaded directly from the Demographics and Other Data section of the SANDAG Web site at www.sandag.org in two formats. The Data Warehouse allows users to select specific census, estimates, forecast variables, and create custom datasets as text files or Excel spreadsheets. The Profile Warehouse contains formatted profiles of the most frequently requested information.

Customized data, reports, and maps also are available through the SANDAG Service Bureau. For information on these and other Service Bureau products and services, visit www.sandag.org/servicebureau or call (619) 699-1900.