



South Bay Adult Education Community Assessment

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Disclaimer:

This report was prepared by the Office of Institutional Research and Assessment at Southwestern College to support the development of the South Bay Adult Education Consortium / Southwestern's three year plan for the California Adult Education Program. This report was used as a tool to further explore ideas for program development and collaboration based on community need.

Southwestern College's Office of Institutional Research and Assessment is not responsible for any decisions made using this data and encourages dialogue around the quantitative figures provided in this assessment. For information or questions regarding the content of this assessment, please contact Jessica Noel, Research Analyst at Southwestern College at jnoel@swccd.edu.

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Study Overview

The purpose of this study is to better understand the demographics and characteristics of potential adult education students in the community served by the South Bay Adult Education Consortium / Southwestern.

The reports provides an overview of:

- 1) The demographics of the study area (“South Bay”);
- 2) The demographics of Southwestern College’s adult education students based on the 2017-18 program period;
- 3) Community characteristics of South Bay related to adult education program areas. This includes data on adults with disabilities, employment, educational attainment, and language spoken at home.

Methodology

The majority of data in this assessment comes from the 2013-2017 American Community Survey 5-Year Estimates. Data was accessed using the U.S. Census Bureau’s American FactFinder tool between March and April 2019. Data was pulled at two levels of geography: 1) zip code tabulation areas (ZCTA’s), and 2) census tracts. See the Study Area Definition section for details about how the study area was defined.

When percentages were not provided, they were calculated by dividing estimates by totals. Cumulative figures for the South Bay were calculated by summing estimates for all zip codes and dividing by the total. In these cases, margin of error is not available.

All estimates and calculations in this assessment are subject to the sampling variability that occurs in the American Community Survey. In most cases, the margin of error provided is the 90% margin of error. This represents the range (+ or -) that one can expect, with 90% probability, to find the true value in the population.

- Visit the American FactFinder to find margin of errors associated with the estimates and percentages provided in this report. This tool can be accessed at: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>.
- Visit the Codes, Definitions, and Accuracy page for the American Community Survey for more information about sampling variability and data definitions. This page can be accessed at: <https://www.census.gov/programs-surveys/acs/technical-documentation/code-lists.html>
- For more information on sample size and data quality for the American Community Survey, visit: https://www.census.gov/acs/www/methodology/sample_size_and_data_quality/.

Finally, the maps provided in this report were produced using the American FactFinder’s Advanced Search “Create a Map” tool. The data presented in the maps comes directly from the corresponding data tables.

Study Area Definition

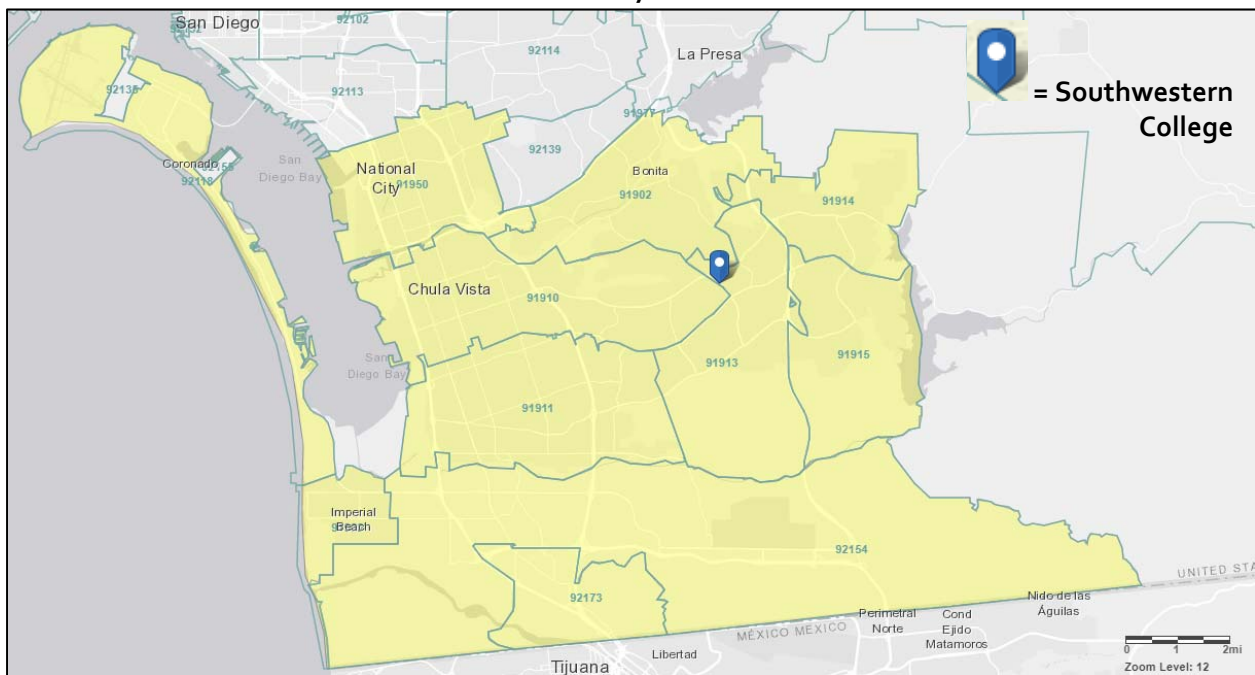
The study area for this project is defined as the eleven non-military zip codes identified by Southwestern College’s Chief Public Information & Government Relations Office as the “South Bay.” Military zip codes are excluded from this analysis because demographic data is typically unavailable for these areas. This definition is slightly different than the college’s official service area because of the availability and accessibility of public data. See the map in the Appendix A for details on Southwestern College’s official service area.

The yellow shaded Zip Code Tabulation Areas (ZCTAs),¹ which are U.S. Census boundaries that closely resemble zip codes used by the U.S. Postal Service, represent the study area for this project. This area will be referred to as the “South Bay.”

Study Area Zip Codes

Zip Code	City
91902	Bonita
91910	Chula Vista
91911	Chula Vista
91913	Chula Vista
91914	Chula Vista
91915	Chula Vista
92118	Coronado
91932	Imperial Beach
91950	National City
92154	San Diego
92173	San Ysidro

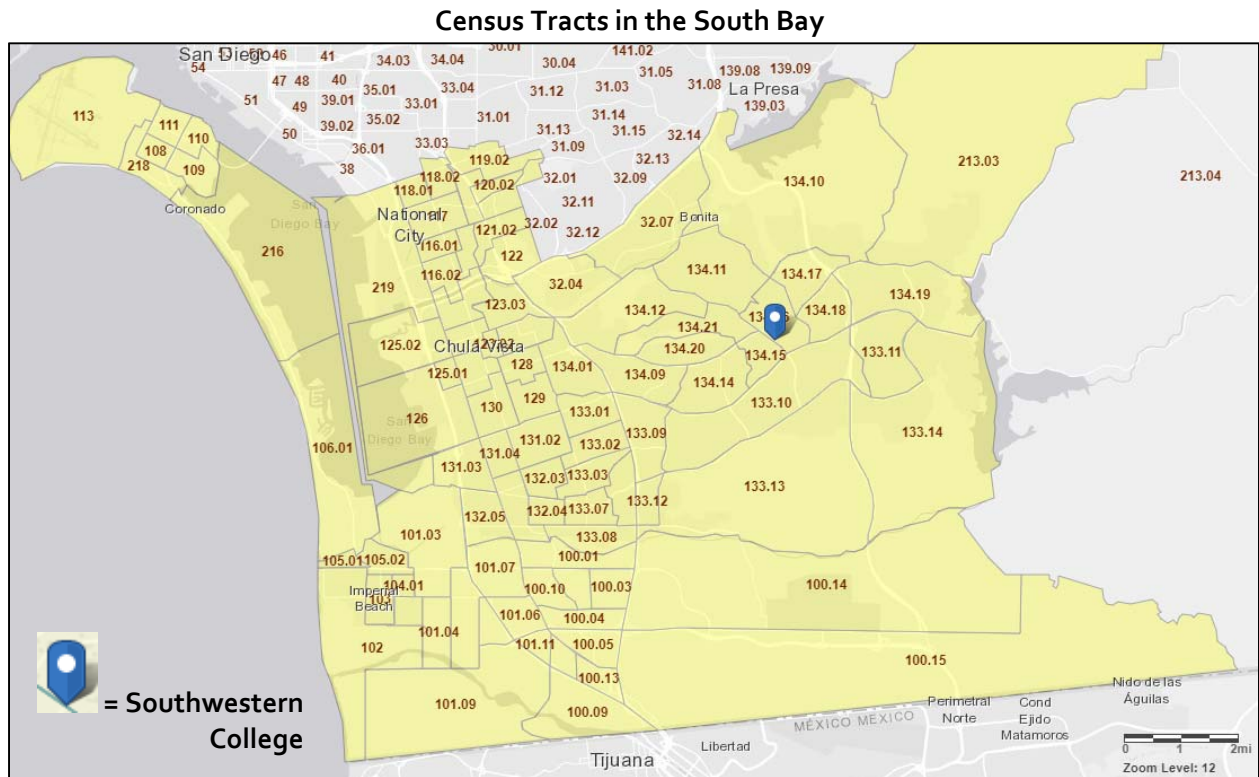
South Bay ZCTAs



Source: U.S. Census Bureau, American Fact Finder, 2017 Boundaries

¹ ZIP Code Tabulation Areas (ZCTAs) are generalized areal representations of United States Postal Service (USPS) ZIP Code service areas. The U.S. Census Bureau provides detailed statistical data for ZCTAs and in most cases, the ZCTA code is the same as the zip code for an area. Learn more at <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html>.

In order to support program development, this report provides data at the census tract level as well. The 93 census tracts included in this analysis represent census tracts that overlap with the South Bay ZCTAs.



Source: U.S. Census Bureau, American Fact Finder, 2017 Boundaries

Study Area Demographics

Overall, there are about 509,000 people in the South Bay. The most populated ZCTA in the South Bay is 92154 (87,218 people), while 91914 is the least populated (17,186 people).

Total Population

ZCTA	Estimate	Margin of Error (+/-)
91902	19,762	1,376
91910	76,250	1,826
91911	84,025	2,653
91913	49,346	2,424
91914	17,186	958
91915	32,073	1,554
91932	26,713	221
91950	62,386	343
92118	22,623	451
92154	87,218	2,207
92173	31,728	1,026
Total	509,310	-

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 4/15/19

Gender

Slightly more than half of people (50.5%) in the study area are female. ZCTA 91915 has a higher percentage of females (53.2%) compared to other areas.

Population by Gender

ZCTA	Overall	Male		Female	
	Estimate	Estimate	Percent	Estimate	Percent
91902	19,762	9,761	49.4%	10,001	50.6%
91910	76,250	37,794	49.6%	38,456	50.4%
91911	84,025	41,213	49.0%	42,812	51.0%
91913	49,346	24,213	49.1%	25,133	50.9%
91914	17,186	8,457	49.2%	8,729	50.8%
91915	32,073	15,011	46.8%	17,062	53.2%
91932	26,713	13,115	49.1%	13,598	50.9%
91950	62,386	31,158	49.9%	31,228	50.1%
92118	22,623	11,377	50.3%	11,246	49.7%
92154	87,218	44,516	51.0%	42,702	49.0%
92173	31,728	15,517	48.9%	16,211	51.1%
Total	509,310	252,132	49.5%	257,178	50.5%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 4/15/19

Age

There are nearly 383,000 people ages 18 and older in the study area. According to the American Community Survey's 5-year estimates (2013-17), San Diego County's median age is 35.4 and California's median age is 36.1.

Median age in the study area varies. Some areas of the South Bay are much older than San Diego County, including 91902 (Bonita area) and 92118 (Coronado area) that have median ages between 40 and 41. Alternatively, there are areas in the South Bay that have much lower median ages, such as 92173 (San Ysidro area) that has a median age of 30.6.

Population by Age Group

ZCTA	Total population	Under 18 years		18 years and over		65 years and over		Median Age
	Estimate	Estimate	Percent	Estimate	Percent	Estimate	Percent	
91902	19,762	4,008	20.3%	15,754	79.7%	3,799	19.2%	40.5
91910	76,250	16,977	22.3%	59,273	77.7%	11,334	14.9%	37.5
91911	84,025	20,948	24.9%	63,077	75.1%	10,893	13.0%	33.7
91913	49,346	14,149	28.7%	35,197	71.3%	4,640	9.4%	33.3
91914	17,186	5,329	31.0%	11,857	69.0%	1,658	9.6%	36.1
91915	32,073	9,845	30.7%	22,228	69.3%	2,070	6.5%	32.5
91932	26,713	7,048	26.4%	19,665	73.6%	2,798	10.5%	32.6
91950	62,386	13,833	22.2%	48,553	77.8%	7,634	12.2%	32.7
92118	22,623	4,388	19.4%	18,235	80.6%	4,506	19.9%	40.8
92154	87,218	20,866	23.9%	66,352	76.1%	9,942	11.4%	34.3
92173	31,728	9,309	29.3%	22,419	70.7%	3,069	9.7%	30.6
Total	509,310	126,700	24.9%	382,610	75.1%	62,343	12.2%	-

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 4/15/19

Race / Ethnicity

About 61% of people in the study area are Hispanic (of any race), 18.7% are White, and 12.9% are Asian. However, there are poignant differences in race / ethnicity when comparing ZCTAs. In 92173 (San Ysidro area), 94.6% of people are Hispanic or Latino, but 76.3% of people are White in 92118 (Coronado area).

Population by Race / Ethnicity

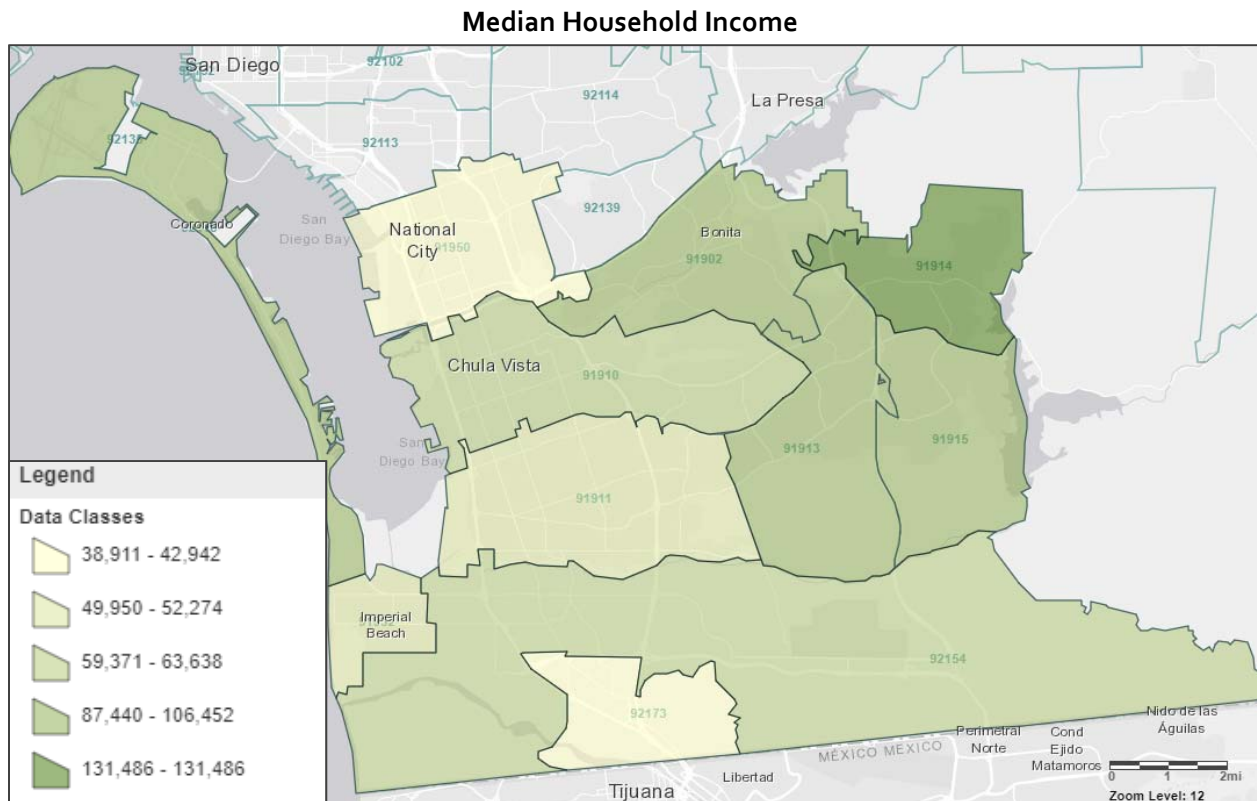
ZCTA	Estimate or Percent	Total Pop.	Hisp. or Latino (of any race)	White alone	Black or African Amer. alone	Amer. Indian and Alaska Native alone	Asian alone	Native Hawaiian / Other Pacific Islander alone	Some other race alone	Two or more races
91902	Est.	19,762	9,451	6,622	596	12	2,167	141	26	747
	Percent	-	47.8%	33.5%	3.0%	0.1%	11.0%	0.7%	0.1%	3.8%
91910	Est.	76,250	46,347	17,424	2,721	74	7,136	342	127	2,079
	Percent	-	60.8%	22.9%	3.6%	0.1%	9.4%	0.4%	0.2%	2.7%
91911	Est.	84,025	62,511	11,870	2,514	44	5,795	289	50	952
	Percent	-	74.4%	14.1%	3.0%	0.1%	6.9%	0.3%	0.1%	1.1%
91913	Est.	49,346	22,182	7,124	2,988	0	14,979	291	164	1,618
	Percent	-	45.0%	14.4%	6.1%	0.0%	30.4%	0.6%	0.3%	3.3%
91914	Est.	17,186	7,751	3,459	972	6	3,912	50	50	986
	Percent	-	45.1%	20.1%	5.7%	0.0%	22.8%	0.3%	0.3%	5.7%
91915	Est.	32,073	16,015	5,002	1,777	23	6,592	134	591	1,939
	Percent	-	49.9%	15.6%	5.5%	0.1%	20.6%	0.4%	1.8%	6.0%
91932	Est.	26,713	13,629	8,454	989	155	2,153	187	0	1,146
	Percent	-	51.0%	31.6%	3.7%	0.6%	8.1%	0.7%	0.0%	4.3%
91950	Est.	62,386	40,360	6,224	2,757	172	11,736	303	26	808
	Percent	-	64.7%	10.0%	4.4%	0.3%	18.8%	0.5%	0.0%	1.3%
92118	Est.	22,623	3,214	17,255	649	66	710	32	35	662
	Percent	-	14.2%	76.3%	2.9%	0.3%	3.1%	0.1%	0.2%	2.9%
92154	Est.	87,218	58,818	10,636	4,700	160	10,315	560	57	1,972
	Percent	-	67.4%	12.2%	5.4%	0.2%	11.8%	0.6%	0.1%	2.3%
92173	Est.	31,728	30,002	980	148	12	420	0	0	166
	Percent	-	94.6%	3.1%	0.5%	0.0%	1.3%	0.0%	0.0%	0.5%
Overall Count		509,310	310,280	95,050	20,811	724	65,915	2,329	1,126	13,075
Overall Percent		-	60.9%	18.7%	4.1%	0.1%	12.9%	0.5%	0.2%	2.6%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 4/15/19

Median Household Income and Poverty

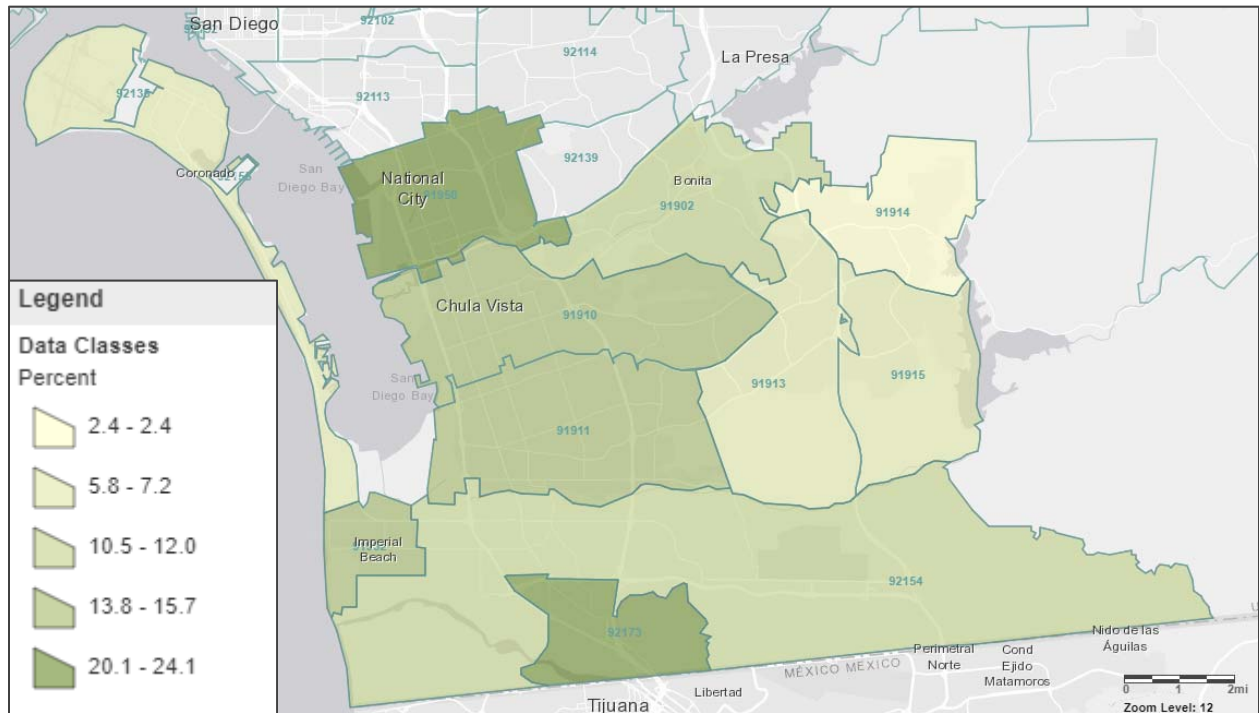
Across the South Bay, median household income ranges from about \$39,000 to more than \$130,000. In 92173 and 91950, median household income is \$39,000 and \$43,000. To put this data into context, San Diego County's median household income is \$70,588. Dollars are adjusted to 2017 inflation.

Similar to median household income, the percentage of people in poverty (ages 18 to 64) varies across the study area. ZCTAs 92173 and 91950 have higher concentrations of poverty compared to areas like 91914. In the San Ysidro ZCTA, almost one in four people ages 18 to 64 (24.1%) are living in poverty compared to 2.4% in 91914. In San Diego County, the rate is 12.9%.



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 4/15/2019

Percent of 18 to 64 Year Olds in Poverty



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 4/15/2019

Southwestern College's AEP Students (2017-18)

Southwestern College AEP Student Definition

At Southwestern College Adult Education Program ("AEP") students are non-credit students that are served in adult basic or secondary education, programs for adults with disabilities, career education, English as a second language courses, and workforce readiness training. Notably, Southwestern College is currently undergoing a coding project to update its non-credit category codes (CB22, CCCCCO MIS data element) to more accurately reflect the content of their courses. This project is critical to understanding an accurate picture of Southwestern College's AEP students.

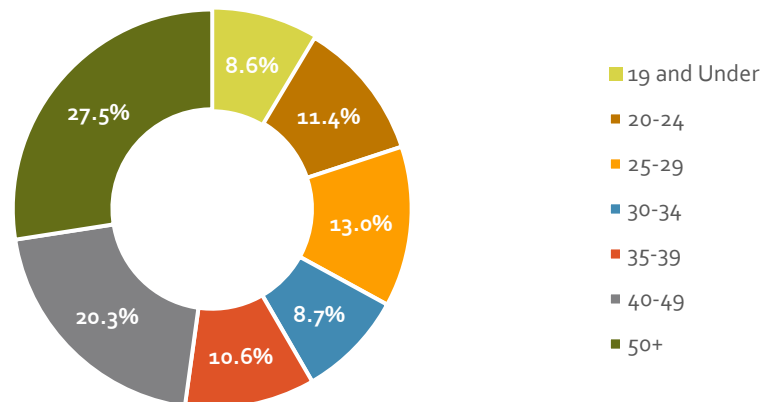
Due to coding concerns, this analysis relies on direction provided by the Continuing Education Department to identify AEP courses. It is important to note that these courses may not be on record at the state Chancellor's Office as meeting AEP criteria. A full list of the courses included in this analysis is available in Appendix B.

Criteria for Inclusion: A student is included in this analysis if they had at least one hour of positive attendance between July 1, 2017 and June 30, 2018 in one of the courses identified as "AEP" by the Continuing Education Department. This criteria yielded slightly more than 2,200 hundred students.

Age

More than one in four AEP students is age 50 and older and nearly half are 40 and older. About 80% are ages 25 and older, which translates to about four out of five AEP students. Less than 9% of AEP students are ages 19 and under.

AEP Students by Age (2017-18)



Source: Internal Business Objects Data, Accessed March 14, 2019

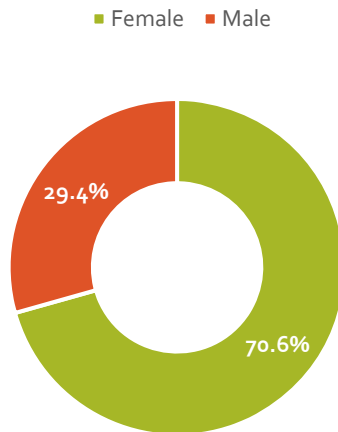
Age Determination: Age is calculated by subtracting the participant's birth year from 2017, which is the leading year in the program period.

Note: Students with an unknown age have been excluded.

Gender

AEP students at Southwestern are overwhelmingly female. About 71% of AEP students identify as female compared to slightly less than 30% of AEP students that identify as male.

AEP Students by Gender (2017-18)



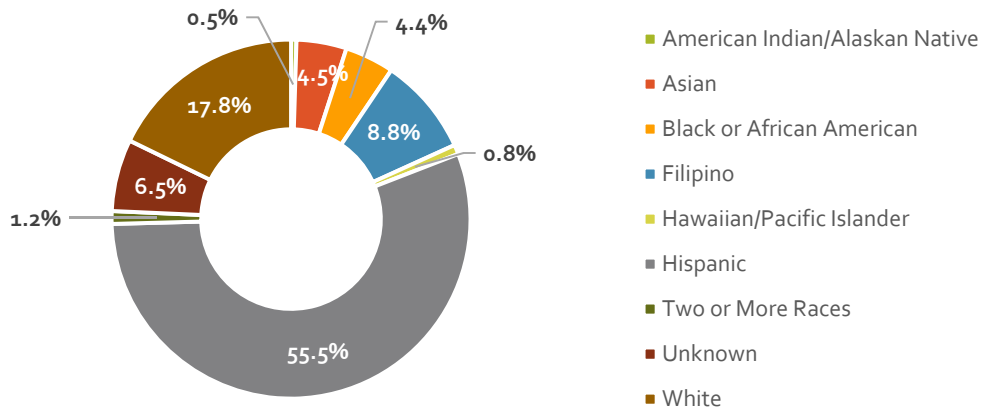
Source: Internal Business Objects Data, Accessed March 14, 2019

Note: Students with an unreported gender have been excluded.

Race / Ethnicity

More than half (55.5%) of AEP students are Hispanic. Approximately 18% identify as White and about 9% identify as Filipino.

AEP Students by Race / Ethnicity (2017-18)



Source: Internal Business Objects Data, Accessed March 14, 2019

Race / Ethnicity Definition: Race / ethnicity is based on the current race / ethnicity SWC has in the system. It is possible that a student may have reported themselves as one race in 2017-18, but reapplied and reported a different race in a more recent year.

Highlighted Community Characteristics

Adults with Disabilities

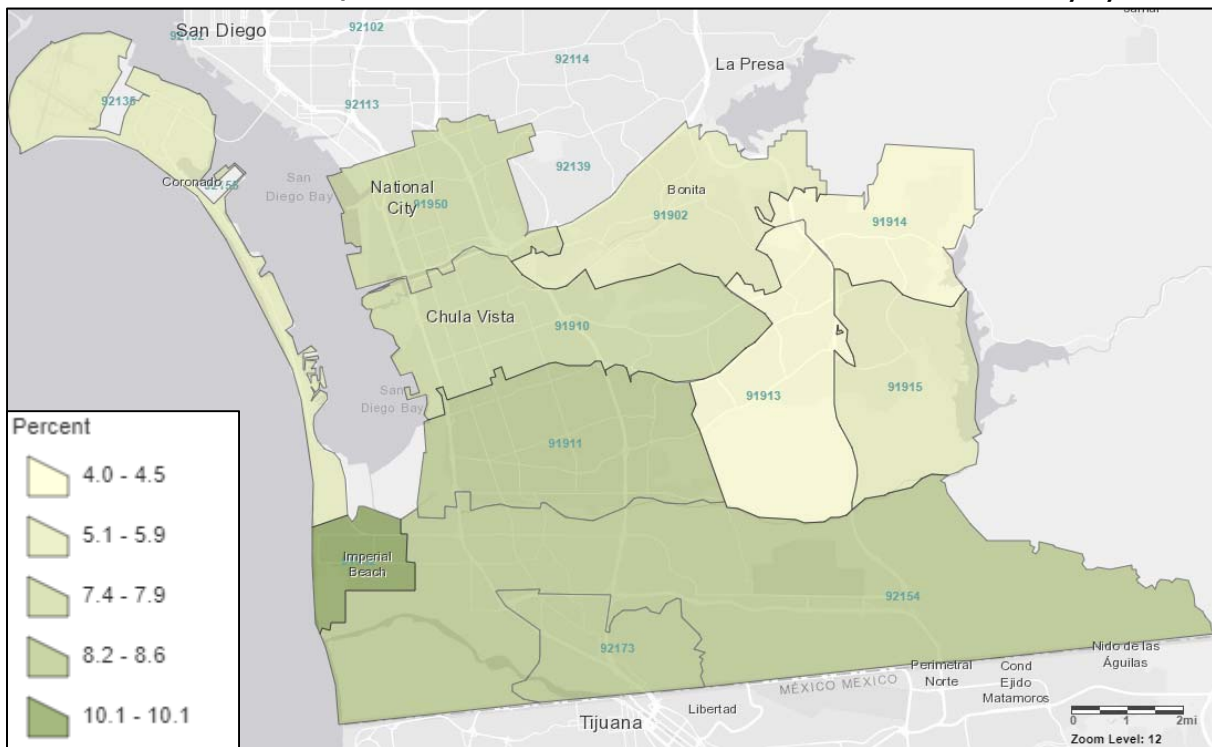
There are more than 22,000 people (7.4%) ages 18 to 64 in the South Bay with a disability. However, about 10% of 18 to 64 year olds have a disability in 91932 compared to only 4% in 91914.

Disability Status of the Civilian Noninstitutionalized Population, Ages 18 to 64

ZCTA	Population Estimate Ages 18 to 64	With a Disability	
		Estimate	Percent
91902	11,813	695	5.9%
91910	46,997	3,485	7.4%
91911	51,761	4,248	8.2%
91913	29,432	1,321	4.5%
91914	9,939	397	4.0%
91915	19,420	1,074	5.5%
91932	16,249	1,635	10.1%
91950	36,670	2,906	7.9%
92118	10,330	527	5.1%
92154	51,680	4,468	8.6%
92173	19,315	1,611	8.3%
Total	303,606	22,367	7.4%

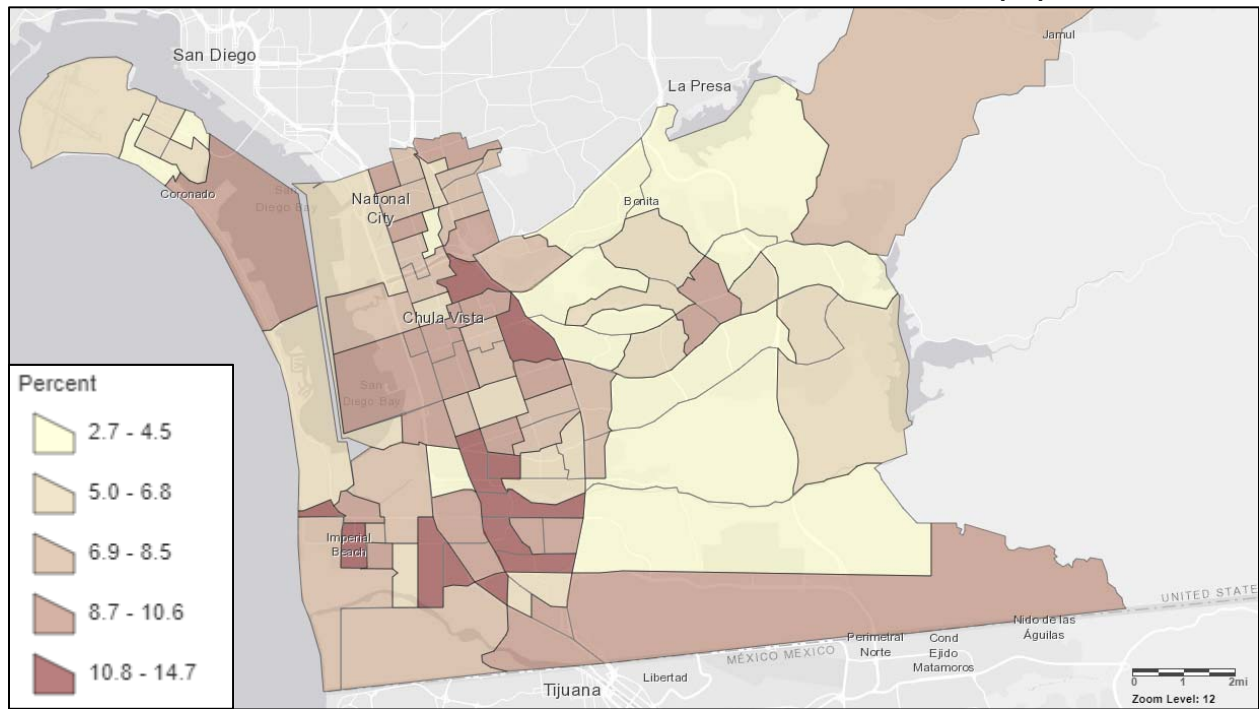
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019

Concentration of 18 to 64 Years Olds (Civilian Noninstitutionalized) with a Disability by ZCTA



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019

Percent of 18 to 64 Years Olds (Civilian Noninstitutionalized) with a Disability by Census Tract



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019

Educational Attainment

There are more than 71,000 people ages 25 and older in the South Bay with less than a high school education. This represents approximately 22% of that population. Notably, 92173 has the highest concentration adults, about 42% or 2 in 5 adults, with less than a high school education.

Educational Attainment, Ages 25 and Older

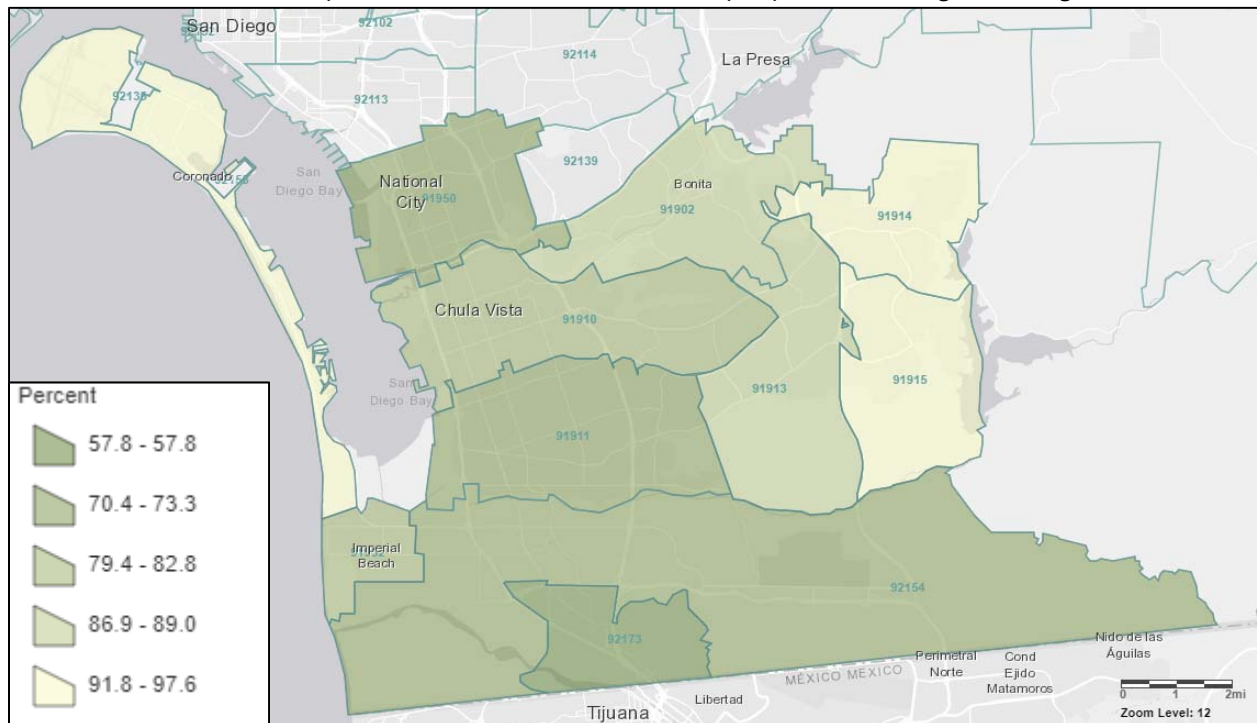
ZCTA	Population 25 Years and Older	Percent High School Graduate or Higher	Percent Less than High School*
91902	13,952	89.0%	11.0%
91910	51,281	79.4%	20.6%
91911	54,242	70.4%	29.6%
91913	30,443	86.9%	13.1%
91914	10,435	91.8%	8.2%
91915	18,864	92.9%	7.1%
91932	16,974	82.8%	17.2%
91950	39,428	73.3%	26.7%
92118	15,721	97.6%	2.4%
92154	55,950	72.7%	27.3%
92173	18,768	57.8%	42.2%
Total	326,058	78.1%	21.9%

* This metric is [100% - the Percent of High School Graduate or Higher].

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019

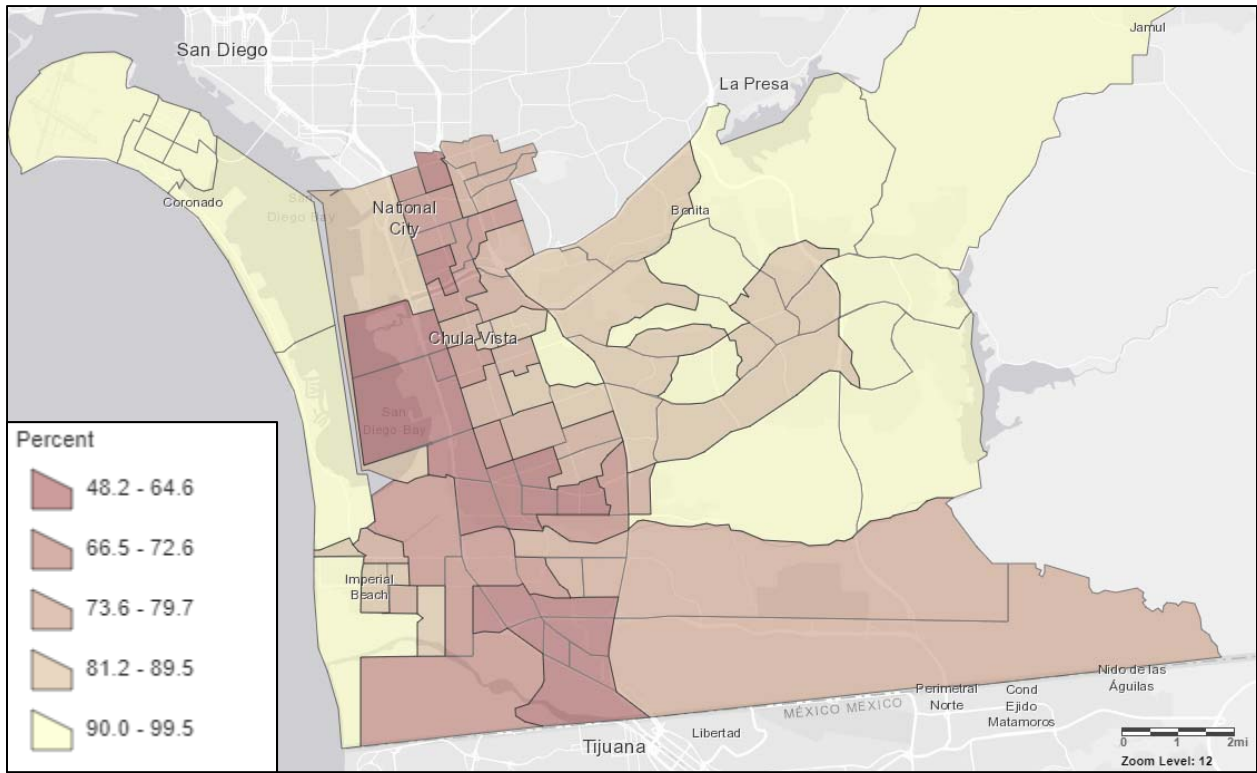
Percent of People 25 and Older that are High School Graduates by ZCTA

Note: Darker color represents a *lower concentration* of people that are high school graduates.



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019

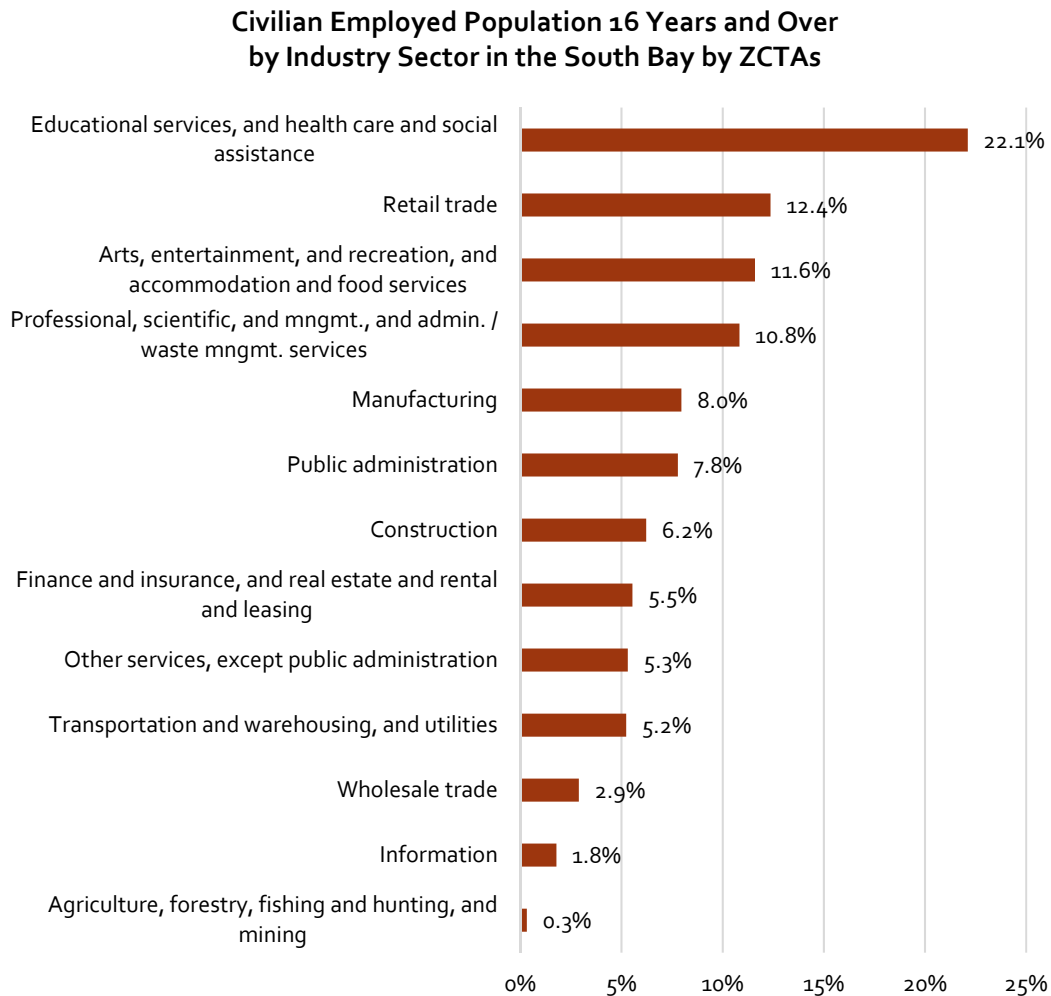
Percent of People 25 and Older that are High School Graduates by Census Tract
 Note: Darker color represents a *lower concentration* of people that are high school graduates.



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019.

Employment

Data suggests that approximately 22.1% of the civilian employed population ages 16 and older are employed in the educational services, and health care and social assistance sectors across the South Bay. In this data, “industry” represents the kind of business conducted by an individual’s employing organization. Industries are classified by the North American Industry Classification System (NAICS). Learn more about NAICS at <https://www.census.gov/eos/www/naics/>.



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 3/4/2019

Language Spoken at Home

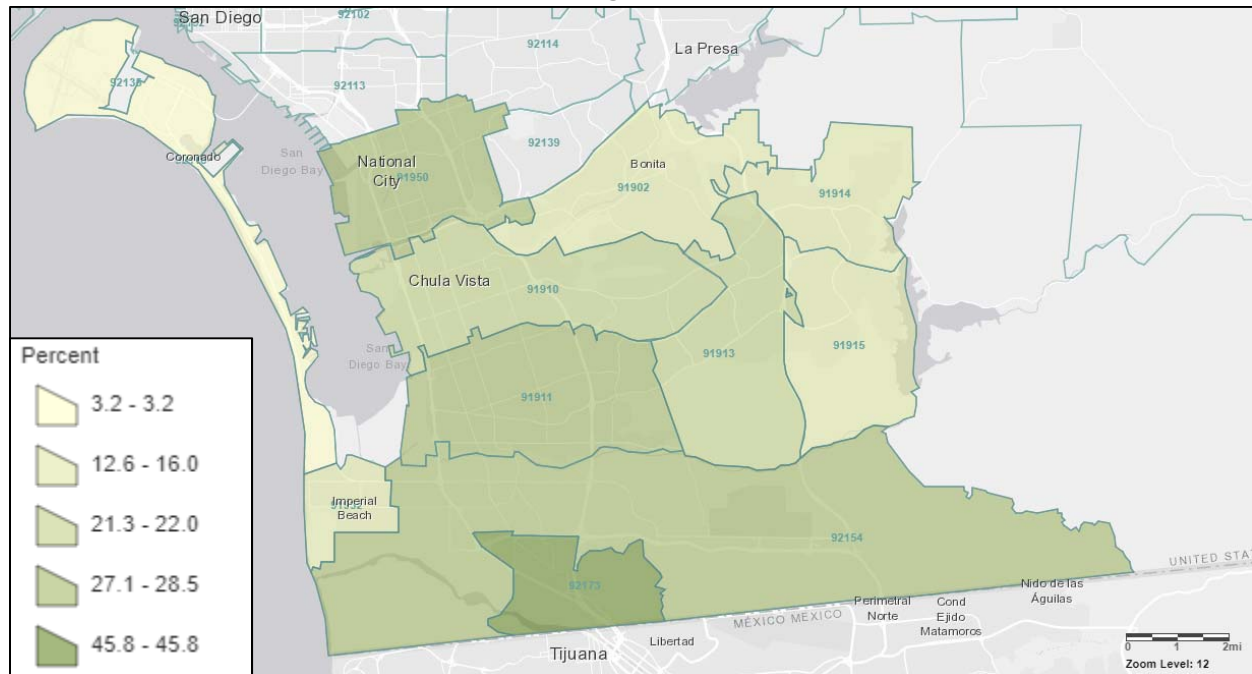
More than 292,000 people ages 5 years and over (61.6%) in the South Bay speak a language other than English at home. Nearly 24% (more than 113,000 people) in the South Bay speak English less than “very well.” Specifically, more than 27% of the 5 years and older population in 91911, 91950, 92154, and 92173 speaks English less than “very well.” Notably, 92.4% of people speak a language other than English at home in 92173 and 45.8% of people speak English less than “very well.”

Language Spoken at Home, Ages 5 Years and Older, by ZCTA

ZCTA	Population Estimate 5 Years and Over	Language other than English		Speak English Less than "Very Well"	
		Estimate	Percent	Estimate	Percent
91902	18,889	8,731	46.2%	2,385	12.6%
91910	71,717	40,796	56.9%	15,765	22.0%
91911	78,406	53,303	68.0%	22,341	28.5%
91913	45,644	26,866	58.9%	9,737	21.3%
91914	15,993	7,317	45.8%	2,128	13.3%
91915	29,691	15,960	53.8%	4,484	15.1%
91932	24,943	12,223	49.0%	4,001	16.0%
91950	58,469	40,900	70.0%	16,408	28.1%
92118	21,448	3,124	14.6%	677	3.2%
92154	81,275	56,638	69.7%	22,037	27.1%
92173	29,294	27,065	92.4%	13,429	45.8%
Total	475,769	292,923	61.6%	113,392	23.8%

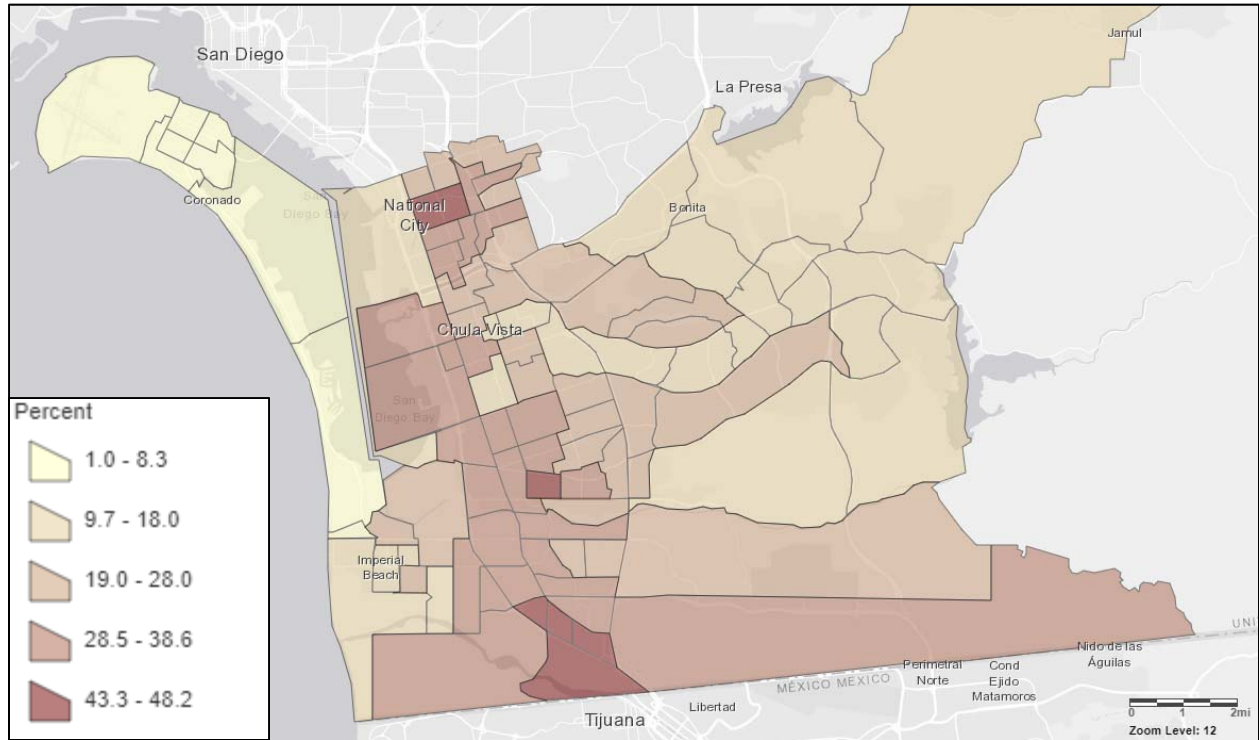
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 2/27/2019

Percent of People that Speak English Less than "Very Well" by ZCTA



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 2/27/2019

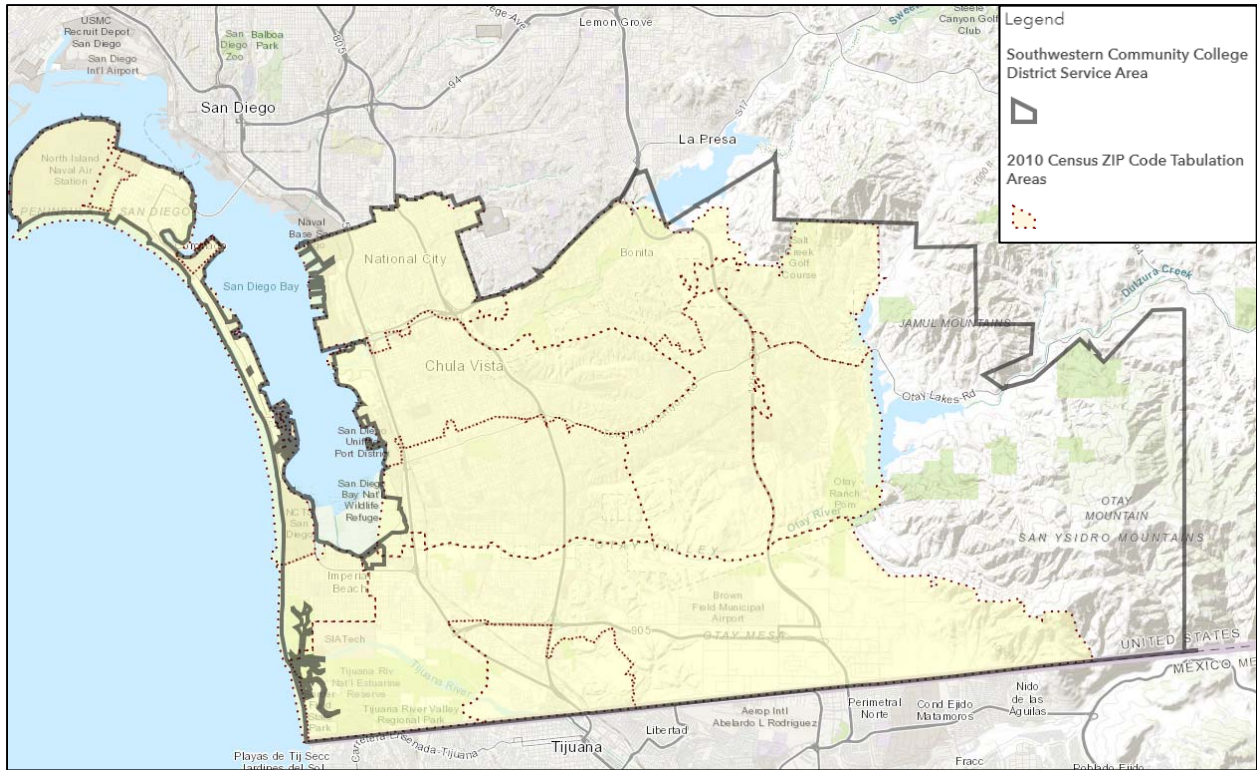
Percent of People that Speak English Less than "Very Well" by Census Tract



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Accessed 2/27/2019

Appendix

A. Southwestern College Service Area vs. Study Area Comparison



Source: U.S. Census Bureau | City of Chula Vista, SanGIS, Bureau of Land Management, Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS. 5/2/2019.

B. AEP Courses Included in the Analysis

Courses Included in Southwestern College AEP Student Demographics Analysis Period: July 1, 2017 - June 30, 2018

Course	Course Title
NC-1002	Customer Serv: Customer Appr
NC-1003	Customer Serv: Mastrng Comm
NC-1006	Customer Serv---Deal/People
NC-1007	CPR for Professional Rescuer
NC-1014	Oxygen Administration-Rescuer
NC-102	Occupational Opportunities
NC-1022	Pediatric Bc Life Sup/First A
NC-103	Step Stone Success Workplace
NC-1039	Basic Life Support Instructor
NC-1046	Basic Boating & Water Safety
NC-105	Ind, Social, and Study Strat
NC-1051	Introduction to Computers
NC-1054	Family Childcare Business I
NC-1055	Family Child Care Business II
NC-1056	Family Childcare Business III
NC-1057	Family Childcare Business IV
NC-1058	Family Childcare Business V
NC-106	Ocean Lfgrdg Rec Assistants
NC-1064	Boating Safety Paddle Sports
NC-1069	Cust Service: Managing Change
NC-107	Building Social Skills
NC-1070	CS: Dec Makg & Problem Solv
NC-1073	CS---The Right Attitude
NC-1074	Customer Service: Team Bldg.
NC-108	Basic ESL I
NC-109	Basic ESL II
NC-110	Basic ESL III
NC-1104	Trigonometry Refresher
NC-113	Tax Prep/Income Tax Course I
NC-114	Tax Prep/Income Tax Course II
NC-119	Hospitality Wkplc Commun I
NC-132	Food Ind & Prep Food Hand Cer
NC-15	First Aid-Public Safety Person
NC-198	Intro to Microsoft Word
NC-199	Intro to Microsoft Outlook
NC-200	Introduction to Keyboarding
NC-220	Transitioning to College ESL
NC-24	Dev High-Perf Chart-Excel
NC-40	Basic First Aid and Adult Cpr
NC-70	Lifeguard Training
NC-92	Using Foreign Degree in U.S.

Source: Internal Business Objects Data, Accessed March 2019