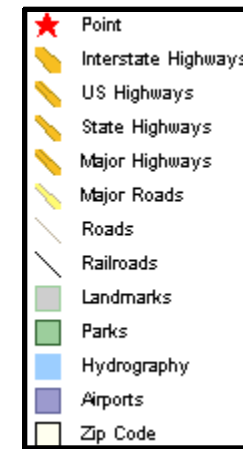


## Area Map

Prepared For:  
Project Code: College Blvd at Hwy 78

Order #: 969977845  
Site: 01

COLLEGE BLVD AT CA 78 E  
OCEANSIDE, CA 92056  
Coord: 33.183074, -117.296364  
Radius - See Appendix for Details



0 miles 1.11 2.21



## Area Map

Prepared For:  
Project Code: College Blvd at Hwy 78

Order #: 969977845  
Site: 01

### Appendix: Area Listing

#### Area Name:

Type: Radius 1

#### Radius Definition:

COLLEGE BLVD AT CA 78 E	Center Point:	33.183074	-117.296364
OCEANSIDE, CA 92056	Circle/Band:	0.00 -	1.00

#### Area Name:

Type: Radius 2

#### Radius Definition:

COLLEGE BLVD AT CA 78 E	Center Point:	33.183074	-117.296364
OCEANSIDE, CA 92056	Circle/Band:	0.00 -	3.00

#### Area Name:

Type: Radius 3

#### Radius Definition:

COLLEGE BLVD AT CA 78 E	Center Point:	33.183074	-117.296364
OCEANSIDE, CA 92056	Circle/Band:	0.00 -	5.00

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>Population</b>						
2016 Projection	16,152		118,653		320,817	
2011 Estimate	15,394		111,980		301,256	
2000 Census	14,746		104,520		276,320	
1990 Census	12,249		88,853		226,341	
Growth 2011-2016	4.92%		5.96%		6.49%	
Growth 2000-2011	4.39%		7.14%		9.02%	
Growth 1990-2000	20.39%		17.63%		22.08%	

<b>2011 Est. Pop by Single Race Class</b>						
	15,394		111,980		301,256	
White Alone	8,858	57.54	77,987	69.64	192,116	63.77
Black or African American Alone	818	5.31	4,341	3.88	11,544	3.83
Amer. Indian and Alaska Native Alone	123	0.80	798	0.71	2,802	0.93
Asian Alone	741	4.81	6,415	5.73	16,558	5.50
Native Hawaiian and Other Pac. Isl. Alone	234	1.52	958	0.86	2,467	0.82
Some Other Race Alone	3,739	24.29	15,586	13.92	59,396	19.72
Two or More Races	881	5.72	5,894	5.26	16,374	5.44

<b>2011 Est. Pop Hisp or Latino by Origin</b>						
	15,394		111,980		301,256	
Not Hispanic or Latino	9,141	59.38	81,524	72.80	189,918	63.04
Hispanic or Latino:	6,253	40.62	30,457	27.20	111,338	36.96
Mexican	5,594	89.46	26,670	87.57	100,383	90.16
Puerto Rican	156	2.49	869	2.85	2,164	1.94
Cuban	13	0.21	144	0.47	351	0.32
All Other Hispanic or Latino	491	7.85	2,774	9.11	8,440	7.58

<b>2011 Est. Hisp or Latino by Single Race Class</b>						
	6,253		30,457		111,338	
White Alone	2,045	32.70	11,782	38.68	41,499	37.27
Black or African American Alone	43	0.69	400	1.31	1,203	1.08
American Indian and Alaska Native Alone	55	0.88	350	1.15	1,543	1.39
Asian Alone	5	0.08	103	0.34	494	0.44
Native Hawaiian and Other Pacific Islander Alone	11	0.18	115	0.38	262	0.24
Some Other Race Alone	3,719	59.48	15,460	50.76	59,027	53.02
Two or More Races	376	6.01	2,248	7.38	7,310	6.57

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
<b>2011 Est. Pop. Asian Alone Race by Cat</b>	741		6,415		16,558	
Chinese, except Taiwanese	105	14.17	1,019	15.88	2,157	13.03
Filipino	216	29.15	2,001	31.19	6,357	38.39
Japanese	95	12.82	750	11.69	1,822	11.00
Asian Indian	78	10.53	608	9.48	1,302	7.86
Korean	63	8.50	576	8.98	1,306	7.89
Vietnamese	99	13.36	814	12.69	1,941	11.72
Cambodian	6	0.81	113	1.76	214	1.29
Hmong	0	0.00	5	0.08	13	0.08
Laotian	6	0.81	25	0.39	65	0.39
Thai	31	4.18	98	1.53	287	1.73
All Other Asian Races Including 2+ Category	42	5.67	407	6.34	1,094	6.61

<b>2011 Est. Population by Ancestry</b>	15,394		111,980		301,256	
Pop, Arab	25	0.16	680	0.61	1,443	0.48
Pop, Czech	31	0.20	333	0.30	747	0.25
Pop, Danish	75	0.49	594	0.53	1,247	0.41
Pop, Dutch	129	0.84	848	0.76	2,227	0.74
Pop, English	1,122	7.29	8,997	8.03	19,682	6.53
Pop, French (except Basque)	298	1.94	2,106	1.88	4,620	1.53
Pop, French Canadian	71	0.46	490	0.44	1,193	0.40
Pop, German	1,519	9.87	11,936	10.66	26,854	8.91
Pop, Greek	16	0.10	340	0.30	943	0.31
Pop, Hungarian	53	0.34	414	0.37	967	0.32
Pop, Irish	1,001	6.50	8,953	8.00	19,975	6.63
Pop, Italian	463	3.01	5,081	4.54	11,972	3.97
Pop, Lithuanian	2	0.01	112	0.10	293	0.10
Pop, United States or American	235	1.53	2,639	2.36	6,903	2.29
Pop, Norwegian	172	1.12	1,402	1.25	3,227	1.07
Pop, Polish	150	0.97	1,663	1.49	4,279	1.42
Pop, Portuguese	22	0.14	494	0.44	1,122	0.37
Pop, Russian	122	0.79	1,159	1.04	2,560	0.85
Pop, Scottish	252	1.64	1,865	1.67	4,244	1.41
Pop, Scotch-Irish	196	1.27	1,162	1.04	2,714	0.90
Pop, Slovak	37	0.24	157	0.14	268	0.09
Pop, Sub-Saharan African	18	0.12	229	0.20	1,183	0.39
Pop, Swedish	121	0.79	1,463	1.31	3,167	1.05
Pop, Swiss	15	0.10	186	0.17	494	0.16
Pop, Ukrainian	6	0.04	213	0.19	413	0.14
Pop, Welsh	31	0.20	454	0.41	1,082	0.36
Pop, West Indian (exc Hisp groups)	32	0.21	201	0.18	495	0.16
Pop, Other ancestries	8,047	52.27	49,895	44.56	156,162	51.84



Prepared On: Wed May 18, 2011 Page 2 Of 12

Project Code: College Blvd at Hwy 78

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Est. Population by Ancestry</b>						
Pop, Ancestry Unclassified	1,133	7.36	7,915	7.07	20,781	6.90
<b>2011 Est. Pop Age 5+ by Language Spoken At Home</b>	14,133		103,975		276,745	
Speak Only English at Home	9,729	68.84	77,438	74.48	183,277	66.23
Speak Asian/Pac. Isl. Lang. at Home	756	5.35	4,283	4.12	11,271	4.07
Speak IndoEuropean Language at Home	309	2.19	3,456	3.32	7,517	2.72
Speak Spanish at Home	3,292	23.29	18,159	17.46	73,106	26.42
Speak Other Language at Home	48	0.34	639	0.61	1,574	0.57
<b>2011 Est. Population by Sex</b>	15,394		111,980		301,256	
Male	7,354	47.77	54,885	49.01	149,047	49.48
Female	8,040	52.23	57,096	50.99	152,209	50.52
<b>2011 Est. Population by Age</b>	15,394		111,980		301,256	
Age 0 - 4	1,261	8.19	8,005	7.15	24,511	8.14
Age 5 - 9	1,148	7.46	7,512	6.71	22,327	7.41
Age 10 - 14	1,018	6.61	6,775	6.05	20,183	6.70
Age 15 - 17	603	3.92	4,257	3.80	12,094	4.01
Age 18 - 20	613	3.98	4,279	3.82	12,030	3.99
Age 21 - 24	811	5.27	6,430	5.74	17,268	5.73
Age 25 - 34	2,338	15.19	15,480	13.82	43,267	14.36
Age 35 - 44	2,109	13.70	14,449	12.90	41,328	13.72
Age 45 - 54	1,894	12.30	15,670	13.99	41,321	13.72
Age 55 - 64	1,362	8.85	12,230	10.92	29,832	9.90
Age 65 - 74	887	5.76	7,921	7.07	17,308	5.75
Age 75 - 84	870	5.65	6,500	5.80	13,701	4.55
Age 85 and over	480	3.12	2,472	2.21	6,085	2.02
Age 16 and over	11,766	76.43	88,270	78.83	230,181	76.41
Age 18 and over	11,365	73.83	85,431	76.29	222,141	73.74
Age 21 and over	10,751	69.84	81,152	72.47	210,111	69.75
Age 65 and over	2,237	14.53	16,894	15.09	37,095	12.31
<b>2011 Est. Median Age</b>	34.59		37.25		34.76	
<b>2011 Est. Average Age</b>	37.00		38.50		36.30	

## Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Est. Male Population by Age</b>	7,354		54,885		149,047	
Age 0 - 4	642	8.73	4,087	7.45	12,350	8.29
Age 5 - 9	586	7.97	3,841	7.00	11,390	7.64
Age 10 - 14	512	6.96	3,412	6.22	10,242	6.87
Age 15 - 17	281	3.82	2,157	3.93	6,143	4.12
Age 18 - 20	318	4.32	2,215	4.04	6,189	4.15
Age 21 - 24	416	5.66	3,343	6.09	8,931	5.99
Age 25 - 34	1,186	16.13	7,898	14.39	21,982	14.75
Age 35 - 44	1,070	14.55	7,357	13.40	21,239	14.25
Age 45 - 54	892	12.13	7,639	13.92	20,645	13.85
Age 55 - 64	624	8.49	5,836	10.63	14,494	9.72
Age 65 - 74	351	4.77	3,407	6.21	7,551	5.07
Age 75 - 84	317	4.31	2,784	5.07	5,690	3.82
Age 85 and over	160	2.18	909	1.66	2,201	1.48
<b>2011 Est. Median Age, Male</b>	32.78		35.67		33.77	
<b>2011 Est. Average Age, Male</b>	34.90		37.10		35.20	
<b>2011 Est. Female Population by Age</b>	8,040		57,096		152,209	
Age 0 - 4	619	7.70	3,918	6.86	12,162	7.99
Age 5 - 9	562	6.99	3,671	6.43	10,937	7.19
Age 10 - 14	506	6.29	3,363	5.89	9,941	6.53
Age 15 - 17	322	4.00	2,100	3.68	5,951	3.91
Age 18 - 20	295	3.67	2,065	3.62	5,842	3.84
Age 21 - 24	395	4.91	3,087	5.41	8,337	5.48
Age 25 - 34	1,153	14.34	7,582	13.28	21,285	13.98
Age 35 - 44	1,039	12.92	7,092	12.42	20,089	13.20
Age 45 - 54	1,002	12.46	8,031	14.07	20,676	13.58
Age 55 - 64	738	9.18	6,394	11.20	15,338	10.08
Age 65 - 74	536	6.67	4,513	7.90	9,758	6.41
Age 75 - 84	553	6.88	3,716	6.51	8,010	5.26
Age 85 and over	320	3.98	1,563	2.74	3,884	2.55
<b>2011 Est. Median Age, Female</b>	36.62		38.89		35.82	
<b>2011 Est. Average Age, Female</b>	38.90		39.80		37.40	

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

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**Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	<i>Radius 1</i>	%	<i>Radius 2</i>	%	<i>Radius 3</i>	%
<b>2011 Est. Pop Age 15+ by Marital Status</b>	11,968		89,688		234,235	
Total, Never Married	3,855	32.21	24,163	26.94	70,002	29.89
Males, Never Married	2,082	17.40	13,217	14.74	38,629	16.49
Females, Never Married	1,773	14.81	10,946	12.20	31,373	13.39
Married, Spouse present	5,031	42.04	45,503	50.73	111,554	47.62
Married, Spouse absent	704	5.88	4,346	4.85	13,177	5.63
Widowed	900	7.52	5,661	6.31	13,446	5.74
Males Widowed	190	1.59	1,226	1.37	2,944	1.26
Females Widowed	710	5.93	4,435	4.94	10,503	4.48
Divorced	1,477	12.34	10,015	11.17	26,057	11.12
Males Divorced	530	4.43	4,034	4.50	10,612	4.53
Females Divorced	947	7.91	5,981	6.67	15,445	6.59
<b>2011 Est. Pop. Age 25+ by Edu. Attainment</b>	9,941		74,722		192,843	
Less than 9th grade	696	7.00	3,158	4.23	17,212	8.93
Some High School, no diploma	739	7.43	4,082	5.46	13,863	7.19
High School Graduate (or GED)	2,256	22.69	15,624	20.91	40,794	21.15
Some College, no degree	2,921	29.38	20,286	27.15	49,096	25.46
Associate Degree	856	8.61	6,908	9.24	16,312	8.46
Bachelor's Degree	1,767	17.77	16,385	21.93	36,662	19.01
Master's Degree	448	4.51	5,418	7.25	12,695	6.58
Professional School Degree	119	1.20	1,759	2.35	3,862	2.00
Doctorate Degree	138	1.39	1,103	1.48	2,346	1.22
<b>2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	3,321		16,352		57,278	
Less than 9th grade	809	24.36	2,911	17.80	16,502	28.81
Some High School, no diploma	552	16.62	2,435	14.89	9,164	16.00
High School Graduate (or GED)	781	23.52	4,000	24.46	12,280	21.44
Some College, no degree	722	21.74	3,649	22.32	10,104	17.64
Associate Degree	132	3.97	1,059	6.48	2,958	5.16
Bachelor's Degree	257	7.74	1,629	9.96	4,422	7.72
Graduate or Professional Degree	67	2.02	670	4.10	1,848	3.23



## Pop-Facts: Demographic Snapshot 2011 Report

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Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>Households</b>						
2016 Projection	5,748		43,777		111,424	
2011 Estimate	5,448		41,138		104,492	
2000 Census	5,256		38,648		96,942	
1990 Census	4,554		33,270		83,089	
Growth 2011-2016	5.51%		6.41%		6.63%	
Growth 2000-2011	3.65%		6.44%		7.79%	
Growth 1990-2000	15.42%		16.16%		16.67%	
<b>2011 Est. Households by Household Type</b>	5,448		41,138		104,492	
Family Households	3,578	65.68	28,692	69.75	72,222	69.12
Nonfamily Households	1,869	34.31	12,446	30.25	32,270	30.88
<b>2011 Est. Group Quarters Population</b>	376		1,618		3,747	
<b>2011 HHs by Ethnicity, Hispanic/Latino</b>	1,501	27.55	7,435	18.07	25,677	24.57
<b>2011 Est. HHs by HH Income</b>	5,448		41,138		104,492	
Income Less than \$15,000	476	8.74	2,732	6.64	8,214	7.86
Income \$15,000 - \$24,999	529	9.71	2,921	7.10	8,934	8.55
Income \$25,000 - \$34,999	557	10.22	3,555	8.64	10,496	10.04
Income \$35,000 - \$49,999	1,125	20.65	5,873	14.28	16,072	15.38
Income \$50,000 - \$74,999	1,208	22.17	8,986	21.84	21,912	20.97
Income \$75,000 - \$99,999	704	12.92	6,513	15.83	14,645	14.02
Income \$100,000 - \$124,999	409	7.51	4,431	10.77	9,913	9.49
Income \$125,000 - \$149,999	202	3.71	2,265	5.51	5,352	5.12
Income \$150,000 - \$199,999	125	2.29	2,149	5.22	5,014	4.80
Income \$200,000 - \$499,999	97	1.78	1,479	3.60	3,349	3.21
Income \$500,000 and more	15	0.28	234	0.57	589	0.56
<b>2011 Est. Average Household Income</b>	\$63,818		\$80,613		\$75,839	
<b>2011 Est. Median Household Income</b>	\$50,765		\$65,268		\$59,731	
<b>2011 Est. Per Capita Income</b>	\$24,073		\$30,134		\$26,748	



## Pop-Facts: Demographic Snapshot 2011 Report

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Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Median HH Inc by Single Race Class. or Ethn</b>						
White Alone	52,941		67,895		62,983	
Black or African American Alone	46,071		52,263		51,952	
American Indian and Alaska Native Alone	50,292		59,028		48,732	
Asian Alone	46,667		64,207		66,509	
Native Hawaiian and Other Pacific Islander Alone	59,375		78,434		66,026	
Some Other Race Alone	48,885		54,345		46,541	
Two or More Races	47,254		58,935		54,105	
Hispanic or Latino	46,472		57,228		48,151	
Not Hispanic or Latino	54,187		67,153		64,017	
<b>2011 Est. Family HH Type, Presence Own Children</b>						
	3,578		28,692		72,222	
Married-Couple Family, own children	1,153	32.22	9,202	32.07	24,799	34.34
Married-Couple Family, no own children	1,406	39.30	13,070	45.55	29,964	41.49
Male Householder, own children	149	4.16	1,014	3.53	2,785	3.86
Male Householder, no own children	135	3.77	927	3.23	2,698	3.74
Female Householder, own children	455	12.72	2,542	8.86	7,046	9.76
Female Householder, no own children	279	7.80	1,937	6.75	4,930	6.83
<b>2011 Est. Households by Household Size</b>						
	5,448		41,138		104,492	
1-person household	1,410	25.88	9,127	22.19	23,499	22.49
2-person household	1,686	30.95	14,607	35.51	33,876	32.42
3-person household	861	15.80	6,869	16.70	16,804	16.08
4-person household	694	12.74	5,663	13.77	14,308	13.69
5-person household	404	7.42	2,776	6.75	7,979	7.64
6-person household	195	3.58	1,155	2.81	3,799	3.64
7 or more person household	195	3.58	941	2.29	4,226	4.04
<b>2011 Est. Average Household Size</b>						
	2.76		2.68		2.85	

## Pop-Facts: Demographic Snapshot 2011 Report

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Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Est. Households by Presence of People</b>	5,448		41,138		104,492	
<b>Households with 1 or more People under Age 18:</b>	1,898	34.84	13,649	33.18	37,370	35.76
Married-Couple Family	1,203	63.38	9,553	69.99	25,820	69.09
Other Family, Male Householder	175	9.22	1,136	8.32	3,278	8.77
Other Family, Female Householder	504	26.55	2,868	21.01	8,002	21.41
Nonfamily, Male Householder	13	0.68	76	0.56	218	0.58
Nonfamily, Female Householder	3	0.16	17	0.12	52	0.14
<b>Households no People under Age 18:</b>	3,550	65.16	27,489	66.82	67,121	64.24
Married-Couple Family	1,318	37.13	12,424	45.20	28,221	42.04
Other Family, Male Householder	112	3.15	799	2.91	2,146	3.20
Other Family, Female Householder	221	6.23	1,551	5.64	3,825	5.70
Nonfamily, Male Householder	723	20.37	5,345	19.44	14,664	21.85
Nonfamily, Female Householder	1,176	33.13	7,370	26.81	18,265	27.21
<b>2011 Est. Households by Number of Vehicles</b>	5,448		41,138		104,492	
No Vehicles	302	5.54	1,299	3.16	4,831	4.62
1 Vehicle	2,052	37.67	13,281	32.28	35,679	34.15
2 Vehicles	1,965	36.07	17,522	42.59	42,632	40.80
3 Vehicles	793	14.56	6,104	14.84	14,986	14.34
4 Vehicles	239	4.39	2,234	5.43	4,609	4.41
5 or more Vehicles	97	1.78	698	1.70	1,755	1.68
<b>2011 Est. Average Number of Vehicles</b>	1.82		1.94		1.86	
<b>Family Households</b>						
2016 Projection	3,778		30,542		77,125	
2011 Estimate	3,578		28,692		72,222	
2000 Census	3,455		27,002		66,934	
1990 Census	3,254		24,589		59,124	
Growth 2011-2016	5.59%		6.45%		6.79%	
Growth 2000-2011	3.56%		6.26%		7.90%	
Growth 1990-2000	6.18%		9.81%		13.21%	
<b>2011 Est. Families by Poverty Status</b>	3,578		28,692		72,222	
2011 Families at or Above Poverty	3,279	91.64	27,272	95.05	66,899	92.63
2011 Families at or Above Poverty with Children	1,564	43.71	12,640	44.05	32,929	45.59
2011 Families Below Poverty	299	8.36	1,420	4.95	5,323	7.37
2011 Families Below Poverty with Children	288	8.05	1,111	3.87	4,433	6.14



Prepared On: Wed May 18, 2011 Page 8 Of 12

Project Code: College Blvd at Hwy 78

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Est. Pop Age 16+ by Employment Status</b>	11,766		88,270		230,181	
In Armed Forces	161	1.37	1,873	2.12	4,990	2.17
Civilian - Employed	6,459	54.90	51,718	58.59	133,923	58.18
Civilian - Unemployed	522	4.44	3,419	3.87	10,971	4.77
Not in Labor Force	4,625	39.31	31,261	35.42	80,297	34.88
<b>2011 Est. Civ Employed Pop 16+ Class of Worker</b>	6,407		51,263		133,038	
For-Profit Private Workers	4,612	71.98	36,233	70.68	97,278	73.12
Non-Profit Private Workers	479	7.48	3,101	6.05	6,940	5.22
Local Government Workers	353	5.51	3,420	6.67	8,447	6.35
State Government Workers	243	3.79	1,580	3.08	3,586	2.70
Federal Government Workers	208	3.25	1,802	3.52	4,760	3.58
Self-Emp Workers	577	9.01	6,611	12.90	15,702	11.80
Unpaid Family Workers	13	0.20	81	0.16	251	0.19
<b>2011 Est. Civ Employed Pop 16+ by Occupation</b>	6,407		51,263		133,038	
Architect/Engineer	97	1.51	1,231	2.40	2,914	2.19
Arts/Entertain/Sports	164	2.56	1,343	2.62	3,093	2.32
Building Grounds Maint	314	4.90	1,842	3.59	6,923	5.20
Business/Financial Ops	315	4.92	2,842	5.54	6,738	5.06
Community/Soc Svcs	71	1.11	725	1.41	1,565	1.18
Computer/Mathematical	139	2.17	1,578	3.08	3,462	2.60
Construction/Extraction	347	5.42	2,672	5.21	8,322	6.26
Edu/Training/Library	305	4.76	2,942	5.74	6,632	4.99
Farm/Fish/Forestry	24	0.37	120	0.23	1,034	0.78
Food Prep/Serving	325	5.07	2,447	4.77	7,283	5.47
Health Practitioner/Tec	264	4.12	2,407	4.70	5,565	4.18
Healthcare Support	122	1.90	829	1.62	2,229	1.68
Maintenance Repair	154	2.40	1,313	2.56	3,595	2.70
Legal	37	0.58	585	1.14	1,237	0.93
Life/Phys/Soc Science	76	1.19	745	1.45	1,487	1.12
Management	656	10.24	5,553	10.83	13,639	10.25
Office/Admin Support	1,022	15.95	6,864	13.39	17,069	12.83
Production	412	6.43	2,435	4.75	7,773	5.84
Protective Svcs	152	2.37	1,281	2.50	3,088	2.32
Sales/Related	856	13.36	7,396	14.43	17,308	13.01
Personal Care/Svc	343	5.35	2,169	4.23	6,117	4.60
Transportation/Moving	213	3.32	1,944	3.79	5,965	4.48

## Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Est. Pop 16+ by Occupation Classification</b>	6,407		51,263		133,038	
Blue Collar	1,126	17.57	8,365	16.32	25,655	19.28
White Collar	4,001	62.45	34,211	66.74	80,709	60.67
Service and Farm	1,280	19.98	8,687	16.95	26,674	20.05
<b>2011 Est. Workers Age 16+, Transp. To Work</b>	6,446		52,572		136,401	
Drove Alone	4,981	77.27	41,225	78.42	103,431	75.83
Car Pooled	752	11.67	5,445	10.36	16,414	12.03
Public Transportation	221	3.43	1,372	2.61	4,730	3.47
Walked	106	1.64	511	0.97	1,861	1.36
Bicycle	27	0.42	128	0.24	508	0.37
Other Means	79	1.23	571	1.09	1,649	1.21
Worked at Home	280	4.34	3,320	6.32	7,808	5.72
<b>2011 Est. Workers Age 16+ by Travel Time to Work *</b>						
Less than 15 Minutes	1,423		12,399		30,513	
15 - 29 Minutes	2,673		20,210		52,694	
30 - 44 Minutes	1,238		8,486		24,123	
45 - 59 Minutes	403		4,205		10,875	
60 or more Minutes	509		4,870		12,568	
<b>2011 Est. Avg Travel Time to Work in Minutes</b>	27.44		27.84		28.23	
<b>2011 Est. Tenure of Occupied Housing Units</b>	5,448		41,138		104,492	
Owner Occupied	2,995	54.97	27,141	65.98	62,434	59.75
Renter Occupied	2,452	45.01	13,996	34.02	42,058	40.25
<b>2011 Owner Occ. HUs: Avg. Length of Residence</b>	12		14		13	
<b>2011 Renter Occ. HUs: Avg. Length of Residence</b>	7		6		7	

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 2: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

**Radius 3: COLLEGE BLVD AT CA 78 E, OCEANSIDE, CA 92056, aggregate**

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
<b>2011 Est. All Owner-Occupied Housing Values</b>	2,995		27,141		62,434	
Value Less than \$20,000	2	0.07	67	0.25	428	0.69
Value \$20,000 - \$39,999	23	0.77	324	1.19	875	1.40
Value \$40,000 - \$59,999	31	1.04	218	0.80	990	1.59
Value \$60,000 - \$79,999	20	0.67	161	0.59	941	1.51
Value \$80,000 - \$99,999	49	1.64	132	0.49	593	0.95
Value \$100,000 - \$149,999	89	2.97	468	1.72	1,452	2.33
Value \$150,000 - \$199,999	536	17.90	1,924	7.09	4,025	6.45
Value \$200,000 - \$299,999	931	31.09	5,221	19.24	12,588	20.16
Value \$300,000 - \$399,999	780	26.04	6,849	25.23	15,625	25.03
Value \$400,000 - \$499,999	299	9.98	5,349	19.71	11,273	18.06
Value \$500,000 - \$749,999	227	7.58	4,910	18.09	9,676	15.50
Value \$750,000 - \$999,999	5	0.17	981	3.61	2,550	4.08
Value \$1,000,000 or more	2	0.07	539	1.99	1,418	2.27

<b>2011 Est. Median All Owner-Occupied Housing Value</b>	\$280,204		\$373,825		\$359,679	
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<b>2011 Est. Housing Units by Units in Structure</b>	5,744		42,689		109,625	
1 Unit Attached	1,626	28.31	6,645	15.57	13,271	12.11
1 Unit Detached	1,924	33.50	22,957	53.78	56,015	51.10
2 Units	43	0.75	334	0.78	1,916	1.75
3 or 4 Units	315	5.48	2,189	5.13	5,856	5.34
5 to 19 Units	936	16.30	4,987	11.68	15,656	14.28
20 to 49 Units	220	3.83	1,112	2.60	4,317	3.94
50 or More Units	533	9.28	2,884	6.76	6,848	6.25
Mobile Home or Trailer	145	2.52	1,565	3.67	5,687	5.19
Boat, RV, Van, etc.	2	0.03	15	0.04	60	0.05

<b>2011 Est. Housing Units by Year Structure Built</b>	5,744		42,689		109,625	
Housing Unit Built 2000 or later	493	8.58	3,672	8.60	11,216	10.23
Housing Unit Built 1990 to 1999	410	7.14	6,874	16.10	17,547	16.01
Housing Unit Built 1980 to 1989	1,349	23.49	14,879	34.85	31,528	28.76
Housing Unit Built 1970 to 1979	2,634	45.86	10,941	25.63	25,003	22.81
Housing Unit Built 1960 to 1969	700	12.19	3,774	8.84	12,456	11.36
Housing Unit Built 1950 to 1959	119	2.07	1,663	3.90	7,254	6.62
Housing Unit Built 1940 to 1949	20	0.35	427	1.00	2,540	2.32
Housing Unit Built 1939 or Earlier	19	0.33	459	1.08	2,080	1.90

<b>2011 Est. Median Year Structure Built **</b>	1978		1983		1982	
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\*This row intentionally left blank. No total category data is available.

\*\*1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



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Project Code: College Blvd at Hwy 78

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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# Pop-Facts: Demographic Snapshot 2011 Report

## Appendix: Area Listing

### Area Name:

Type: Radius 1      Reporting Detail: Aggregate      Reporting Level: Block Group

#### Radius Definition:

COLLEGE BLVD AT CA 78 E	Latitude/Longitude	33.183074	-117.296364
OCEANSIDE, CA 92056	Radius	0.00	- 1.00

### Area Name:

Type: Radius 2      Reporting Detail: Aggregate      Reporting Level: Block Group

#### Radius Definition:

COLLEGE BLVD AT CA 78 E	Latitude/Longitude	33.183074	-117.296364
OCEANSIDE, CA 92056	Radius	0.00	- 3.00

### Area Name:

Type: Radius 3      Reporting Detail: Aggregate      Reporting Level: Block Group

#### Radius Definition:

COLLEGE BLVD AT CA 78 E	Latitude/Longitude	33.183074	-117.296364
OCEANSIDE, CA 92056	Radius	0.00	- 5.00

### Project Information:

Site: 1

Order Number: 969977845