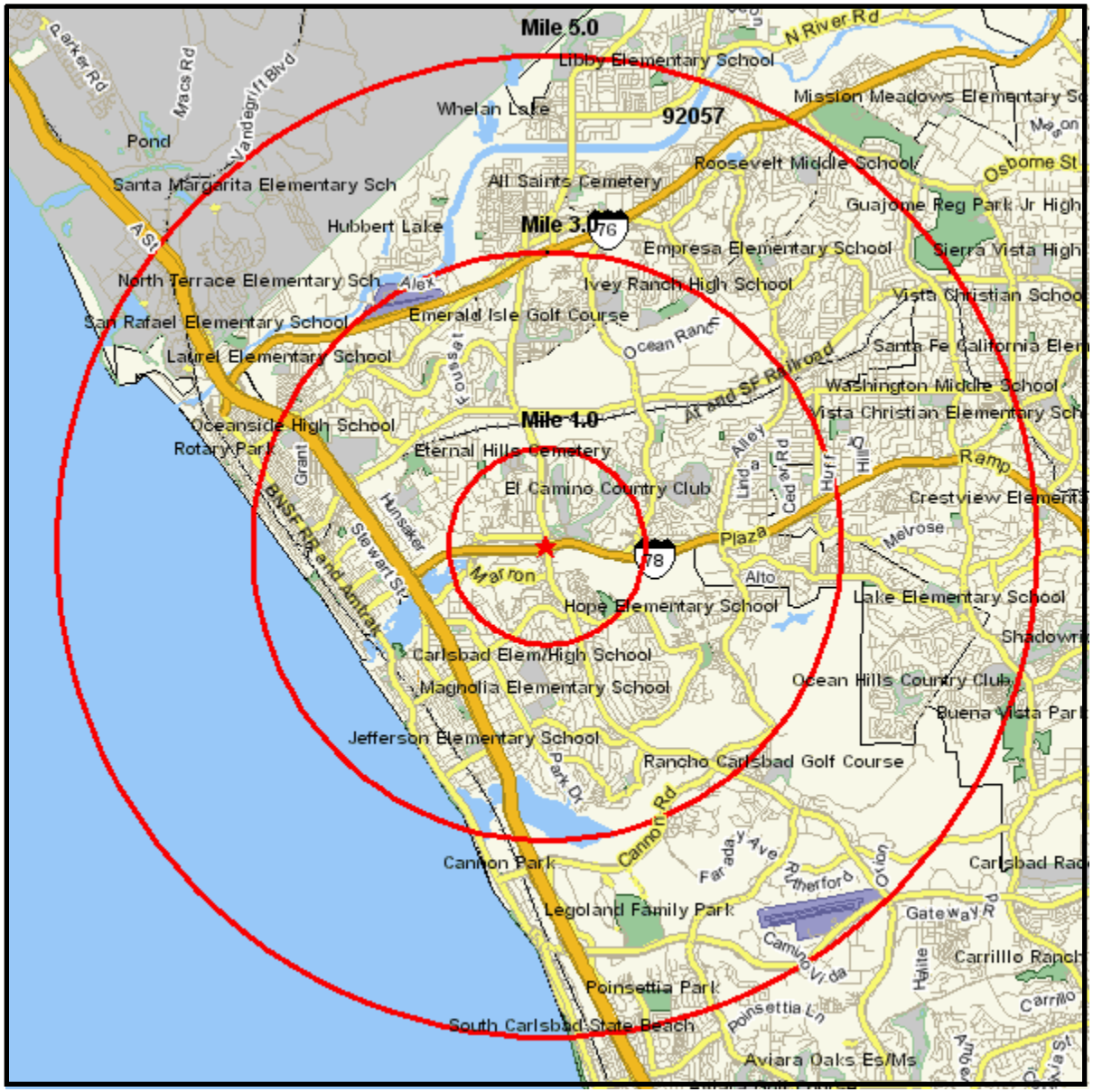
Area Map

Prepared For:
Project Code: El Camino Real at Hwy 78

Order #: 969977866
Site: 01



S EL CAMINO REAL AT CA 78 W
OCEANSIDE,CA 92049
Coord: 33.181724, -117.326998
Radius - See Appendix for Details

- Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Landmarks
- Parks
- Hydrography
- Airports
- Zip Code

0 miles 1.11 2.21

N W E S

© 2011 The Nielsen Company. All rights reserve

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

S EL CAMINO REAL AT CA 78 W	Center Point:	33.181724		-117.326998
OCEANSIDE, CA 92049	Circle/Band:	0.00	-	1.00

Area Name:

Type: Radius 2

Radius Definition:

S EL CAMINO REAL AT CA 78 W	Center Point:	33.181724		-117.326998
OCEANSIDE, CA 92049	Circle/Band:	0.00	-	3.00

Area Name:

Type: Radius 3

Radius Definition:

S EL CAMINO REAL AT CA 78 W	Center Point:	33.181724		-117.326998
OCEANSIDE, CA 92049	Circle/Band:	0.00	-	5.00

© 2011 The Nielsen Company. All rights reserve

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles *Radius 1*	%	0.00 - 3.00 miles *Radius 2*	%	0.00 - 5.00 miles *Radius 3*	%
Population						
2016 Projection	12,434		113,684		259,152	
2011 Estimate	11,963		109,019		243,745	
2000 Census	11,780		106,495		224,714	
1990 Census	10,967		97,197		187,523	
Growth 2011-2016	3.94%		4.28%		6.32%	
Growth 2000-2011	1.55%		2.37%		8.47%	
Growth 1990-2000	7.41%		9.57%		19.83%	
2011 Est. Pop by Single Race Class	11,963		109,019		243,745	
White Alone	9,507	79.47	74,587	68.42	160,302	65.77
Black or African American Alone	272	2.27	3,309	3.04	9,836	4.04
Amer. Indian and Alaska Native Alone	110	0.92	1,055	0.97	2,254	0.92
Asian Alone	622	5.20	4,131	3.79	13,854	5.68
Native Hawaiian and Other Pac. Isl. Alone	58	0.48	877	0.80	2,022	0.83
Some Other Race Alone	762	6.37	19,442	17.83	42,308	17.36
Two or More Races	633	5.29	5,617	5.15	13,170	5.40
2011 Est. Pop Hisp or Latino by Origin	11,963		109,019		243,745	
Not Hispanic or Latino	9,939	83.08	70,879	65.02	160,061	65.67
Hispanic or Latino:	2,024	16.92	38,140	34.98	83,684	34.33
Mexican	1,701	84.04	34,582	90.67	74,719	89.29
Puerto Rican	62	3.06	694	1.82	1,954	2.33
Cuban	12	0.59	123	0.32	333	0.40
All Other Hispanic or Latino	248	12.25	2,741	7.19	6,679	7.98
2011 Est. Hisp or Latino by Single Race Class	2,024		38,140		83,684	
White Alone	967	47.78	15,299	40.11	33,243	39.72
Black or African American Alone	26	1.28	399	1.05	1,001	1.20
American Indian and Alaska Native Alone	51	2.52	592	1.55	1,239	1.48
Asian Alone	14	0.69	123	0.32	373	0.45
Native Hawaiian and Other Pacific Islander Alone	7	0.35	70	0.18	206	0.25
Some Other Race Alone	747	36.91	19,316	50.64	42,032	50.23
Two or More Races	212	10.47	2,340	6.14	5,590	6.68

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Pop. Asian Alone Race by Cat	622		4,131		13,854	
Chinese, except Taiwanese	128	20.58	640	15.49	1,802	13.01
Filipino	122	19.61	1,256	30.40	5,561	40.14
Japanese	82	13.18	548	13.27	1,467	10.59
Asian Indian	84	13.50	393	9.51	1,071	7.73
Korean	64	10.29	341	8.25	1,007	7.27
Vietnamese	69	11.09	500	12.10	1,592	11.49
Cambodian	6	0.96	62	1.50	201	1.45
Hmong	0	0.00	8	0.19	12	0.09
Laotian	0	0.00	14	0.34	52	0.38
Thai	14	2.25	78	1.89	224	1.62
All Other Asian Races Including 2+ Category	53	8.52	289	7.00	864	6.24
2011 Est. Population by Ancestry	11,963		109,019		243,745	
Pop, Arab	26	0.22	282	0.26	1,141	0.47
Pop, Czech	35	0.29	295	0.27	585	0.24
Pop, Danish	68	0.57	479	0.44	1,076	0.44
Pop, Dutch	118	0.99	762	0.70	1,677	0.69
Pop, English	1,184	9.90	7,693	7.06	16,016	6.57
Pop, French (except Basque)	255	2.13	1,749	1.60	3,830	1.57
Pop, French Canadian	47	0.39	421	0.39	968	0.40
Pop, German	1,393	11.64	10,361	9.50	22,126	9.08
Pop, Greek	64	0.53	401	0.37	725	0.30
Pop, Hungarian	44	0.37	410	0.38	810	0.33
Pop, Irish	1,307	10.93	8,462	7.76	16,835	6.91
Pop, Italian	551	4.61	4,242	3.89	10,160	4.17
Pop, Lithuanian	10	0.08	91	0.08	200	0.08
Pop, United States or American	270	2.26	2,381	2.18	5,703	2.34
Pop, Norwegian	175	1.46	1,161	1.06	2,628	1.08
Pop, Polish	186	1.55	1,505	1.38	3,630	1.49
Pop, Portuguese	55	0.46	439	0.40	992	0.41
Pop, Russian	180	1.50	949	0.87	2,131	0.87
Pop, Scottish	249	2.08	1,691	1.55	3,563	1.46
Pop, Scotch-Irish	166	1.39	1,032	0.95	2,219	0.91
Pop, Slovak	40	0.33	127	0.12	245	0.10
Pop, Subsaharan African	1	0.01	301	0.28	945	0.39
Pop, Swedish	183	1.53	1,154	1.06	2,573	1.06
Pop, Swiss	37	0.31	167	0.15	399	0.16
Pop, Ukrainian	40	0.33	160	0.15	334	0.14
Pop, Welsh	34	0.28	309	0.28	893	0.37
Pop, West Indian (exc Hisp groups)	29	0.24	193	0.18	440	0.18
Pop, Other ancestries	4,287	35.84	54,120	49.64	124,465	51.06

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Population by Ancestry						
Pop, Ancestry Unclassified	927	7.75	7,683	7.05	16,435	6.74
2011 Est. Pop Age 5+ by Language Spoken At Home	11,261		100,959		224,296	
Speak Only English at Home	8,985	79.79	68,815	68.16	152,281	67.89
Speak Asian/Pac. Isl. Lang. at Home	265	2.35	3,005	2.98	9,646	4.30
Speak IndoEuropean Language at Home	487	4.32	2,749	2.72	6,206	2.77
Speak Spanish at Home	1,511	13.42	25,851	25.61	54,872	24.46
Speak Other Language at Home	14	0.12	539	0.53	1,290	0.58
2011 Est. Population by Sex	11,963		109,019		243,745	
Male	5,861	48.99	54,048	49.58	122,210	50.14
Female	6,101	51.00	54,971	50.42	121,535	49.86
2011 Est. Population by Age	11,963		109,019		243,745	
Age 0 - 4	702	5.87	8,059	7.39	19,449	7.98
Age 5 - 9	688	5.75	7,342	6.73	17,451	7.16
Age 10 - 14	629	5.26	6,596	6.05	15,726	6.45
Age 15 - 17	367	3.07	3,824	3.51	9,526	3.91
Age 18 - 20	368	3.08	4,049	3.71	10,737	4.41
Age 21 - 24	560	4.68	6,083	5.58	15,338	6.29
Age 25 - 34	1,781	14.89	16,570	15.20	35,181	14.43
Age 35 - 44	1,689	14.12	15,018	13.78	32,871	13.49
Age 45 - 54	1,751	14.64	14,794	13.57	32,986	13.53
Age 55 - 64	1,589	13.28	11,567	10.61	23,976	9.84
Age 65 - 74	933	7.80	7,025	6.44	14,203	5.83
Age 75 - 84	637	5.32	5,498	5.04	11,493	4.72
Age 85 and over	268	2.24	2,594	2.38	4,807	1.97
Age 16 and over	9,814	82.04	85,753	78.66	187,963	77.11
Age 18 and over	9,577	80.06	83,198	76.32	181,592	74.50
Age 21 and over	9,209	76.98	79,149	72.60	170,856	70.10
Age 65 and over	1,837	15.36	15,117	13.87	30,503	12.51
2011 Est. Median Age	40.25		36.32		34.56	
2011 Est. Average Age	40.50		37.90		36.40	

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Male Population by Age	5,861		54,048		122,210	
Age 0 - 4	363	6.19	4,034	7.46	9,819	8.03
Age 5 - 9	351	5.99	3,750	6.94	8,923	7.30
Age 10 - 14	331	5.65	3,394	6.28	8,013	6.56
Age 15 - 17	183	3.12	1,914	3.54	4,841	3.96
Age 18 - 20	184	3.14	2,097	3.88	6,132	5.02
Age 21 - 24	285	4.86	3,100	5.74	8,556	7.00
Age 25 - 34	896	15.29	8,593	15.90	18,163	14.86
Age 35 - 44	864	14.74	7,929	14.67	16,910	13.84
Age 45 - 54	848	14.47	7,469	13.82	16,538	13.53
Age 55 - 64	756	12.90	5,579	10.32	11,617	9.51
Age 65 - 74	415	7.08	3,066	5.67	6,151	5.03
Age 75 - 84	290	4.95	2,242	4.15	4,795	3.92
Age 85 and over	96	1.64	883	1.63	1,751	1.43
2011 Est. Median Age, Male	38.91		35.18		33.16	
2011 Est. Average Age, Male	39.30		36.60		35.10	
2011 Est. Female Population by Age	6,101		54,971		121,535	
Age 0 - 4	339	5.56	4,026	7.32	9,630	7.92
Age 5 - 9	337	5.52	3,593	6.54	8,528	7.02
Age 10 - 14	298	4.88	3,202	5.82	7,713	6.35
Age 15 - 17	184	3.02	1,910	3.47	4,685	3.85
Age 18 - 20	184	3.02	1,952	3.55	4,605	3.79
Age 21 - 24	275	4.51	2,983	5.43	6,782	5.58
Age 25 - 34	885	14.51	7,977	14.51	17,018	14.00
Age 35 - 44	825	13.52	7,089	12.90	15,960	13.13
Age 45 - 54	903	14.80	7,326	13.33	16,449	13.53
Age 55 - 64	833	13.65	5,988	10.89	12,359	10.17
Age 65 - 74	518	8.49	3,959	7.20	8,052	6.63
Age 75 - 84	347	5.69	3,256	5.92	6,698	5.51
Age 85 and over	171	2.80	1,711	3.11	3,056	2.51
2011 Est. Median Age, Female	41.63		37.60		36.13	
2011 Est. Average Age, Female	41.60		39.10		37.70	

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Pop Age 15+ by Marital Status	9,943		87,021		191,118	
Total, Never Married	3,024	30.41	28,281	32.50	57,895	30.29
Males, Never Married	1,686	16.96	16,027	18.42	33,447	17.50
Females, Never Married	1,339	13.47	12,254	14.08	24,449	12.79
Married, Spouse present	4,821	48.49	37,953	43.61	90,563	47.39
Married, Spouse absent	348	3.50	4,410	5.07	10,432	5.46
Widowed	524	5.27	5,447	6.26	11,123	5.82
Males Widowed	122	1.23	1,205	1.38	2,497	1.31
Females Widowed	402	4.04	4,242	4.87	8,626	4.51
Divorced	1,227	12.34	10,931	12.56	21,105	11.04
Males Divorced	448	4.51	4,535	5.21	8,704	4.55
Females Divorced	779	7.83	6,396	7.35	12,401	6.49
2011 Est. Pop. Age 25+ by Edu. Attainment	8,648		73,066		155,518	
Less than 9th grade	189	2.19	6,177	8.45	11,906	7.66
Some High School, no diploma	318	3.68	4,836	6.62	10,750	6.91
High School Graduate (or GED)	1,684	19.47	14,860	20.34	33,400	21.48
Some College, no degree	2,169	25.08	18,401	25.18	40,253	25.88
Associate Degree	880	10.18	6,076	8.32	13,319	8.56
Bachelor's Degree	2,240	25.90	15,002	20.53	30,295	19.48
Master's Degree	804	9.30	4,985	6.82	10,393	6.68
Professional School Degree	253	2.93	1,635	2.24	3,224	2.07
Doctorate Degree	111	1.28	1,094	1.50	1,978	1.27
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,218		20,089		42,926	
Less than 9th grade	118	9.69	6,162	30.67	11,045	25.73
Some High School, no diploma	131	10.76	2,957	14.72	6,638	15.46
High School Graduate (or GED)	292	23.97	4,052	20.17	9,543	22.23
Some College, no degree	229	18.80	3,489	17.37	8,275	19.28
Associate Degree	149	12.23	1,026	5.11	2,337	5.44
Bachelor's Degree	221	18.14	1,600	7.96	3,545	8.26
Graduate or Professional Degree	78	6.40	803	4.00	1,544	3.60

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles *Radius 1*	%	0.00 - 3.00 miles *Radius 2*	%	0.00 - 5.00 miles *Radius 3*	%
Households						
2016 Projection	5,264		42,783		91,225	
2011 Estimate	4,985		40,757		85,530	
2000 Census	4,825		39,961		79,585	
1990 Census	4,277		36,818		68,023	
Growth 2011-2016	5.60%		4.97%		6.66%	
Growth 2000-2011	3.32%		1.99%		7.47%	
Growth 1990-2000	12.81%		8.54%		17.00%	
2011 Est. Households by Household Type	4,985		40,757		85,530	
Family Households	3,148	63.15	25,755	63.19	58,408	68.29
Nonfamily Households	1,837	36.85	15,002	36.81	27,121	31.71
2011 Est. Group Quarters Population	93		1,336		5,947	
2011 HHs by Ethnicity, Hispanic/Latino	560	11.23	9,179	22.52	19,680	23.01
2011 Est. HHs by HH Income	4,985		40,757		85,530	
Income Less than $15,000	375	7.52	3,746	9.19	6,870	8.03
Income $15,000 - $24,999	359	7.20	3,958	9.71	7,356	8.60
Income $25,000 - $34,999	418	8.39	4,358	10.69	8,615	10.07
Income $35,000 - $49,999	569	11.41	6,411	15.73	12,967	15.16
Income $50,000 - $74,999	1,071	21.48	8,197	20.11	17,894	20.92
Income $75,000 - $99,999	812	16.29	5,508	13.51	12,053	14.09
Income $100,000 - $124,999	540	10.83	3,525	8.65	8,045	9.41
Income $125,000 - $149,999	287	5.76	1,918	4.71	4,330	5.06
Income $150,000 - $199,999	299	6.00	1,627	3.99	4,111	4.81
Income $200,000 - $499,999	218	4.37	1,298	3.18	2,801	3.27
Income $500,000 and more	36	0.72	210	0.52	487	0.57
2011 Est. Average Household Income	$84,676		$72,302		$75,880	
2011 Est. Median Household Income	$67,992		$55,811		$59,719	
2011 Est. Per Capita Income	$35,720		$27,612		$27,215	

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles *Radius 1*	%	0.00 - 3.00 miles *Radius 2*	%	0.00 - 5.00 miles *Radius 3*	%
2011 Median HH Inc by Single Race Class. or Ethn						
White Alone	70,023		58,799		62,539	
Black or African American Alone	34,600		46,599		53,028	
American Indian and Alaska Native Alone	33,125		44,590		50,904	
Asian Alone	65,152		56,823		64,254	
Native Hawaiian and Other Pacific Islander Alone	70,000		64,489		73,021	
Some Other Race Alone	61,869		45,507		46,971	
Two or More Races	67,262		49,898		54,571	
Hispanic or Latino	55,975		44,748		48,629	
Not Hispanic or Latino	70,071		60,101		63,449	
2011 Est. Family HH Type, Presence Own Children	3,148		25,755		58,408	
Married-Couple Family, own children	865	27.48	7,860	30.52	20,022	34.28
Married-Couple Family, no own children	1,524	48.41	11,097	43.09	24,489	41.93
Male Householder, own children	100	3.18	1,092	4.24	2,225	3.81
Male Householder, no own children	111	3.53	1,096	4.26	2,098	3.59
Female Householder, own children	292	9.28	2,620	10.17	5,578	9.55
Female Householder, no own children	257	8.16	1,990	7.73	3,998	6.84
2011 Est. Households by Household Size	4,985		40,757		85,530	
1-person household	1,331	26.70	11,043	27.09	19,834	23.19
2-person household	1,940	38.92	13,598	33.36	28,090	32.84
3-person household	779	15.63	6,193	15.19	13,787	16.12
4-person household	574	11.51	4,734	11.62	11,638	13.61
5-person household	240	4.81	2,573	6.31	6,318	7.39
6-person household	76	1.52	1,243	3.05	2,905	3.40
7 or more person household	45	0.90	1,373	3.37	2,957	3.46
2011 Est. Average Household Size	2.38		2.64		2.78	

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Households by Presence of People	4,985		40,757		85,530	
Households with 1 or more People under Age 18:	1,349	27.06	12,554	30.80	29,943	35.01
Married-Couple Family	894	66.27	8,212	65.41	20,800	69.47
Other Family, Male Householder	112	8.30	1,272	10.13	2,585	8.63
Other Family, Female Householder	333	24.68	2,965	23.62	6,344	21.19
Nonfamily, Male Householder	9	0.67	90	0.72	177	0.59
Nonfamily, Female Householder	1	0.07	15	0.12	36	0.12
Households no People under Age 18:	3,635	72.92	28,203	69.20	55,586	64.99
Married-Couple Family	1,463	40.25	10,471	37.13	23,144	41.64
Other Family, Male Householder	98	2.70	899	3.19	1,697	3.05
Other Family, Female Householder	211	5.80	1,585	5.62	3,116	5.61
Nonfamily, Male Householder	853	23.47	7,006	24.84	12,366	22.25
Nonfamily, Female Householder	1,010	27.79	8,243	29.23	15,262	27.46
2011 Est. Households by Number of Vehicles	4,985		40,757		85,530	
No Vehicles	147	2.95	2,309	5.67	3,932	4.60
1 Vehicle	1,580	31.70	14,996	36.79	29,667	34.69
2 Vehicles	2,183	43.79	15,684	38.48	35,002	40.92
3 Vehicles	636	12.76	5,358	13.15	11,917	13.93
4 Vehicles	329	6.60	1,735	4.26	3,637	4.25
5 or more Vehicles	110	2.21	674	1.65	1,374	1.61
2011 Est. Average Number of Vehicles	1.97		1.80		1.85	
Family Households						
2016 Projection	3,321		27,057		62,418	
2011 Estimate	3,148		25,755		58,408	
2000 Census	3,080		25,298		54,214	
1990 Census	3,028		24,980		48,086	
Growth 2011-2016	5.50%		5.06%		6.87%	
Growth 2000-2011	2.21%		1.81%		7.74%	
Growth 1990-2000	1.72%		1.27%		12.74%	
2011 Est. Families by Poverty Status	3,148		25,755		58,408	
2011 Families at or Above Poverty	3,017	95.84	23,676	91.93	54,313	92.99
2011 Families at or Above Poverty with Children	1,239	39.36	10,624	41.25	26,568	45.49
2011 Families Below Poverty	130	4.13	2,079	8.07	4,095	7.01
2011 Families Below Poverty with Children	103	3.27	1,804	7.00	3,397	5.82

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Pop Age 16+ by Employment Status	9,814		85,753		187,963	
In Armed Forces	191	1.95	1,783	2.08	8,356	4.45
Civilian - Employed	6,139	62.55	50,299	58.66	106,783	56.81
Civilian - Unemployed	331	3.37	3,828	4.46	7,837	4.17
Not in Labor Force	3,152	32.12	29,843	34.80	64,988	34.57
2011 Est. Civ Employed Pop 16+ Class of Worker	6,074		49,946		105,791	
For-Profit Private Workers	4,065	66.92	36,125	72.33	76,923	72.71
Non-Profit Private Workers	398	6.55	2,769	5.54	5,615	5.31
Local Government Workers	468	7.70	3,287	6.58	6,662	6.30
State Government Workers	256	4.21	1,545	3.09	2,856	2.70
Federal Government Workers	140	2.30	1,291	2.58	4,069	3.85
Self-Emp Workers	938	15.44	6,260	12.53	12,645	11.95
Unpaid Family Workers	16	0.26	122	0.24	201	0.19
2011 Est. Civ Employed Pop 16+ by Occupation	6,074		49,946		105,791	
Architect/Engineer	126	2.07	1,004	2.01	2,383	2.25
Arts/Entertain/Sports	197	3.24	1,314	2.63	2,497	2.36
Building Grounds Maint	166	2.73	2,579	5.16	5,070	4.79
Business/Financial Ops	371	6.11	2,544	5.09	5,559	5.25
Community/Soc Svcs	109	1.79	582	1.17	1,305	1.23
Computer/Mathematical	191	3.14	1,266	2.53	2,767	2.62
Construction/Extraction	222	3.65	2,887	5.78	6,144	5.81
Edu/Training/Library	488	8.03	2,982	5.97	5,436	5.14
Farm/Fish/Forestry	13	0.21	379	0.76	731	0.69
Food Prep/Serving	437	7.19	3,427	6.86	6,079	5.75
Health Practitioner/Tec	282	4.64	2,118	4.24	4,467	4.22
Healthcare Support	59	0.97	805	1.61	1,857	1.76
Maintenance Repair	132	2.17	1,300	2.60	2,819	2.66
Legal	80	1.32	480	0.96	1,042	0.98
Life/Phys/Soc Science	96	1.58	610	1.22	1,219	1.15
Management	699	11.51	5,061	10.13	11,260	10.64
Office/Admin Support	659	10.85	6,020	12.05	13,579	12.84
Production	135	2.22	2,774	5.55	5,834	5.51
Protective Svcs	130	2.14	1,010	2.02	2,572	2.43
Sales/Related	1,054	17.35	6,628	13.27	13,673	12.92
Personal Care/Svc	269	4.43	2,247	4.50	4,900	4.63
Transportation/Moving	159	2.62	1,928	3.86	4,597	4.35

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. Pop 16+ by Occupation Classification	6,074		49,946		105,791	
Blue Collar	648	10.67	8,889	17.80	19,394	18.33
White Collar	4,353	71.67	30,609	61.28	65,188	61.62
Service and Farm	1,074	17.68	10,448	20.92	21,209	20.05
2011 Est. Workers Age 16+, Transp. To Work	6,213		51,180		112,919	
Drove Alone	4,821	77.60	37,955	74.16	83,994	74.38
Car Pooled	647	10.41	6,236	12.18	13,455	11.92
Public Transportation	142	2.29	1,910	3.73	3,802	3.37
Walked	75	1.21	886	1.73	2,975	2.63
Bicycle	9	0.14	245	0.48	435	0.39
Other Means	29	0.47	647	1.26	1,569	1.39
Worked at Home	490	7.89	3,299	6.45	6,690	5.92
2011 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	1,833		13,315		26,903	
15 - 29 Minutes	2,135		18,940		42,967	
30 - 44 Minutes	873		8,777		19,214	
45 - 59 Minutes	418		3,523		8,775	
60 or more Minutes	598		4,245		10,254	
2011 Est. Avg Travel Time to Work in Minutes	26.19		26.70		27.76	
2011 Est. Tenure of Occupied Housing Units	4,985		40,757		85,530	
Owner Occupied	2,685	53.86	21,292	52.24	50,722	59.30
Renter Occupied	2,299	46.12	19,465	47.76	34,808	40.70
2011 Owner Occ. HUs: Avg. Length of Residence	13		15		14	
2011 Renter Occ. HUs: Avg. Length of Residence	6		7		6	

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 2: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate
Radius 3: S EL CAMINO REAL AT CA 78 W, OCEANSIDE, CA 92049, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	*%*	*Radius 2*	*%*	*Radius 3*	*%*
2011 Est. All Owner-Occupied Housing Values	2,685		21,292		50,722	
Value Less than $20,000	8	0.30	98	0.46	276	0.54
Value $20,000 - $39,999	3	0.11	274	1.29	694	1.37
Value $40,000 - $59,999	2	0.07	190	0.89	795	1.57
Value $60,000 - $79,999	0	0.00	273	1.28	827	1.63
Value $80,000 - $99,999	0	0.00	215	1.01	553	1.09
Value $100,000 - $149,999	7	0.26	472	2.22	1,226	2.42
Value $150,000 - $199,999	91	3.39	1,574	7.39	3,631	7.16
Value $200,000 - $299,999	372	13.85	4,119	19.35	10,221	20.15
Value $300,000 - $399,999	581	21.64	4,781	22.45	12,228	24.11
Value $400,000 - $499,999	585	21.79	3,708	17.41	9,026	17.80
Value $500,000 - $749,999	743	27.67	3,891	18.27	7,897	15.57
Value $750,000 - $999,999	184	6.85	1,001	4.70	2,123	4.19
Value $1,000,000 or more	109	4.06	695	3.26	1,224	2.41
2011 Est. Median All Owner-Occupied Housing Value	$447,611		$371,748		$358,369	
2011 Est. Housing Units by Units in Structure	5,181		43,040		90,595	
1 Unit Attached	736	14.21	5,398	12.54	12,537	13.84
1 Unit Detached	2,286	44.12	19,616	45.58	44,310	48.91
2 Units	64	1.24	861	2.00	1,618	1.79
3 or 4 Units	629	12.14	3,060	7.11	5,202	5.74
5 to 19 Units	713	13.76	6,959	16.17	12,540	13.84
20 to 49 Units	172	3.32	2,617	6.08	3,625	4.00
50 or More Units	576	11.12	3,070	7.13	5,825	6.43
Mobile Home or Trailer	4	0.08	1,433	3.33	4,891	5.40
Boat, RV, Van, etc.	0	0.00	26	0.06	47	0.05
2011 Est. Housing Units by Year Structure Built	5,181		43,040		90,595	
Housing Unit Built 2000 or later	233	4.50	2,369	5.50	8,905	9.83
Housing Unit Built 1990 to 1999	693	13.38	4,047	9.40	14,516	16.02
Housing Unit Built 1980 to 1989	1,538	29.69	10,134	23.55	25,689	28.36
Housing Unit Built 1970 to 1979	1,843	35.57	13,014	30.24	21,272	23.48
Housing Unit Built 1960 to 1969	521	10.06	6,894	16.02	10,132	11.18
Housing Unit Built 1950 to 1959	225	4.34	3,898	9.06	6,152	6.79
Housing Unit Built 1940 to 1949	55	1.06	1,425	3.31	2,125	2.35
Housing Unit Built 1939 or Earlier	72	1.39	1,260	2.93	1,803	1.99
2011 Est. Median Year Structure Built **	1979		1976		1981	

*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.

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Appendix: Area Listing

Area Name:

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

Radius Definition:

S EL CAMINO REAL AT CA 78 W
OCEANSIDE, CA 92049

Latitude/Longitude 33.181724 -117.326998
Radius 0.00 - 1.00

Area Name:

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

Radius Definition:

S EL CAMINO REAL AT CA 78 W
OCEANSIDE, CA 92049

Latitude/Longitude 33.181724 -117.326998
Radius 0.00 - 3.00

Area Name:

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

Radius Definition:

S EL CAMINO REAL AT CA 78 W
OCEANSIDE, CA 92049

Latitude/Longitude 33.181724 -117.326998
Radius 0.00 - 5.00

Project Information:

Site: 1

Order Number: 969977866

© 2011 The Nielsen Company. All rights reserved.