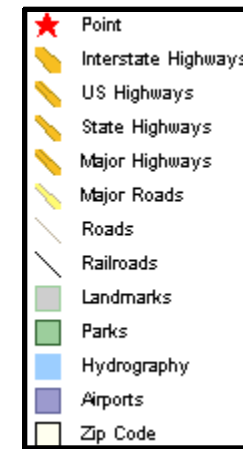
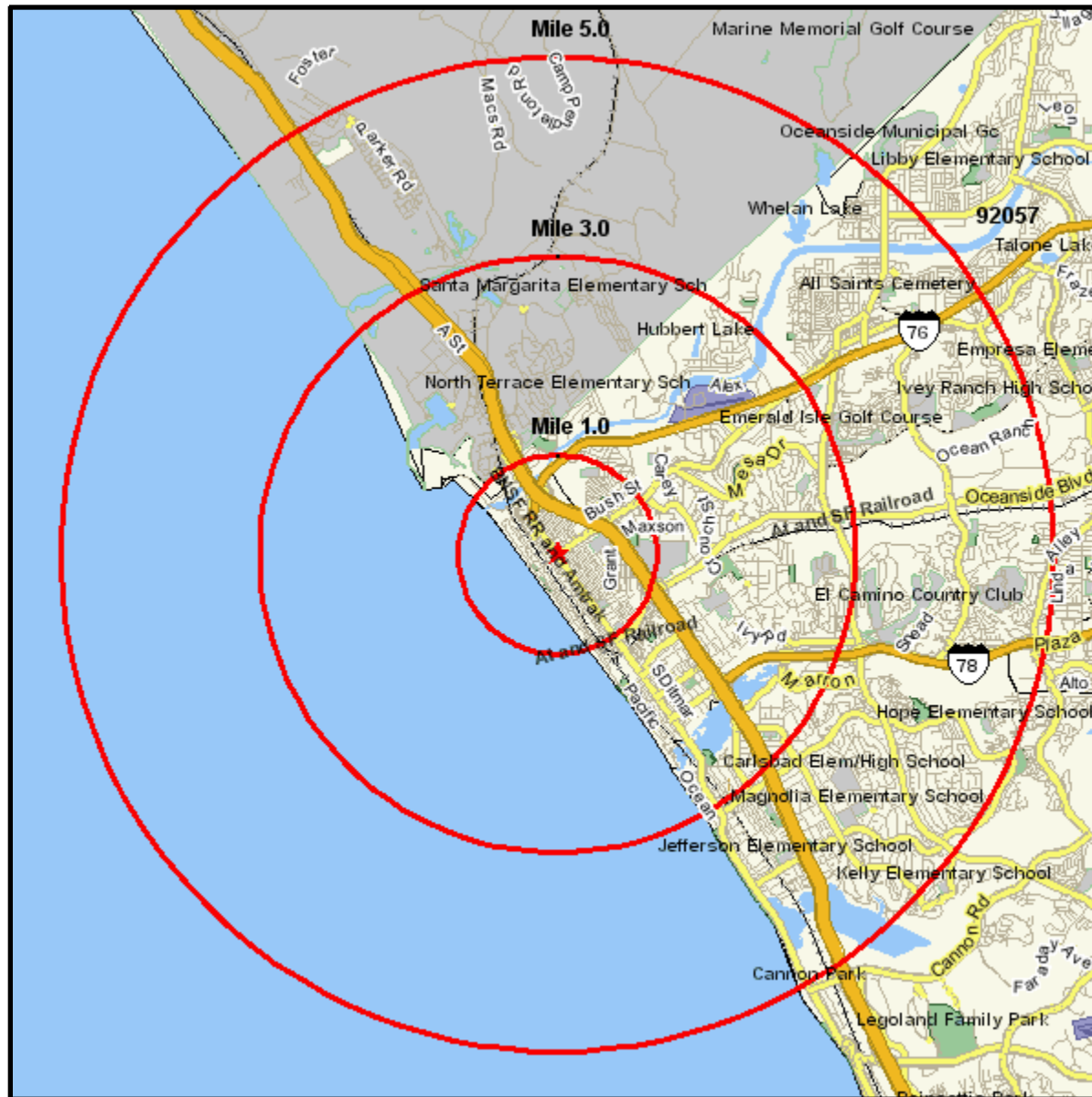


Area Map

Prepared For:
Project Code: Mission Ave at N Coast Hwy

Order #: 969977911
Site: 01

MISSION AVE AT N COAST HWY
OCEANSIDE, CA 92054
Coord: 33.195906, -117.379516
Radius - See Appendix for Details



0 miles 1.11 2.21



Area Map

Prepared For:
Project Code: Mission Ave at N Coast Hwy

Order #: 969977911
Site: 01

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

MISSION AVE AT N COAST HWY	Center Point:	33.195906	-117.379516
OCEANSIDE, CA 92054	Circle/Band:	0.00 -	1.00

Area Name:

Type: Radius 2

Radius Definition:

MISSION AVE AT N COAST HWY	Center Point:	33.195906	-117.379516
OCEANSIDE, CA 92054	Circle/Band:	0.00 -	3.00

Area Name:

Type: Radius 3

Radius Definition:

MISSION AVE AT N COAST HWY	Center Point:	33.195906	-117.379516
OCEANSIDE, CA 92054	Circle/Band:	0.00 -	5.00

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
Population						
2016 Projection	19,829		65,999		137,879	
2011 Estimate	18,950		63,370		130,954	
2000 Census	18,268		61,837		124,474	
1990 Census	16,889		56,279		110,906	
Growth 2011-2016	4.64%		4.15%		5.29%	
Growth 2000-2011	3.73%		2.48%		5.21%	
Growth 1990-2000	8.17%		9.88%		12.23%	
2011 Est. Pop by Single Race Class						
	18,950		63,370		130,954	
White Alone	11,254	59.39	40,764	64.33	88,271	67.41
Black or African American Alone	591	3.12	2,384	3.76	5,119	3.91
Amer. Indian and Alaska Native Alone	384	2.03	916	1.45	1,412	1.08
Asian Alone	288	1.52	1,856	2.93	5,813	4.44
Native Hawaiian and Other Pac. Isl. Alone	101	0.53	464	0.73	1,027	0.78
Some Other Race Alone	5,420	28.60	13,479	21.27	22,029	16.82
Two or More Races	912	4.81	3,507	5.53	7,282	5.56
2011 Est. Pop Hisp or Latino by Origin						
	18,950		63,370		130,954	
Not Hispanic or Latino	7,096	37.45	34,960	55.17	85,063	64.96
Hispanic or Latino:	11,855	62.56	28,410	44.83	45,890	35.04
Mexican	11,093	93.57	25,839	90.95	41,008	89.36
Puerto Rican	109	0.92	549	1.93	1,058	2.31
Cuban	19	0.16	82	0.29	171	0.37
All Other Hispanic or Latino	633	5.34	1,940	6.83	3,653	7.96
2011 Est. Hisp or Latino by Single Race Class						
	11,855		28,410		45,890	
White Alone	5,513	46.50	12,318	43.36	19,250	41.95
Black or African American Alone	81	0.68	307	1.08	577	1.26
American Indian and Alaska Native Alone	284	2.40	559	1.97	790	1.72
Asian Alone	28	0.24	124	0.44	203	0.44
Native Hawaiian and Other Pacific Islander Alone	6	0.05	45	0.16	88	0.19
Some Other Race Alone	5,413	45.66	13,411	47.21	21,872	47.66
Two or More Races	530	4.47	1,645	5.79	3,111	6.78

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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	288		1,856		5,813	
Chinese, except Taiwanese	34	11.81	218	11.75	751	12.92
Filipino	120	41.67	772	41.59	2,389	41.10
Japanese	42	14.58	234	12.61	672	11.56
Asian Indian	13	4.51	101	5.44	442	7.60
Korean	31	10.76	126	6.79	404	6.95
Vietnamese	20	6.94	195	10.51	553	9.51
Cambodian	5	1.74	31	1.67	93	1.60
Hmong	0	0.00	7	0.38	10	0.17
Laotian	1	0.35	9	0.48	21	0.36
Thai	6	2.08	28	1.51	109	1.88
All Other Asian Races Including 2+ Category	18	6.25	135	7.27	369	6.35

2011 Est. Population by Ancestry	18,950		63,370		130,954	
Pop, Arab	26	0.14	80	0.13	335	0.26
Pop, Czech	34	0.18	125	0.20	327	0.25
Pop, Danish	35	0.18	198	0.31	550	0.42
Pop, Dutch	64	0.34	360	0.57	878	0.67
Pop, English	530	2.80	2,785	4.39	8,121	6.20
Pop, French (except Basque)	155	0.82	835	1.32	1,995	1.52
Pop, French Canadian	41	0.22	191	0.30	506	0.39
Pop, German	777	4.10	4,479	7.07	12,094	9.24
Pop, Greek	44	0.23	224	0.35	418	0.32
Pop, Hungarian	16	0.08	126	0.20	473	0.36
Pop, Irish	723	3.82	4,025	6.35	9,640	7.36
Pop, Italian	437	2.31	2,170	3.42	5,245	4.01
Pop, Lithuanian	8	0.04	34	0.05	92	0.07
Pop, United States or American	407	2.15	1,382	2.18	3,027	2.31
Pop, Norwegian	97	0.51	552	0.87	1,291	0.99
Pop, Polish	214	1.13	916	1.45	1,801	1.38
Pop, Portuguese	34	0.18	214	0.34	574	0.44
Pop, Russian	116	0.61	449	0.71	1,018	0.78
Pop, Scottish	190	1.00	747	1.18	1,865	1.42
Pop, Scotch-Irish	76	0.40	369	0.58	1,148	0.88
Pop, Slovak	0	0.00	25	0.04	136	0.10
Pop, Sub-Saharan African	144	0.76	371	0.59	538	0.41
Pop, Swedish	72	0.38	407	0.64	1,329	1.01
Pop, Swiss	16	0.08	95	0.15	172	0.13
Pop, Ukrainian	3	0.02	56	0.09	162	0.12
Pop, Welsh	53	0.28	154	0.24	423	0.32
Pop, West Indian (exc Hisp groups)	31	0.16	147	0.23	276	0.21
Pop, Other ancestries	13,372	70.56	37,827	59.69	67,949	51.89



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

Project Code: Mission Ave at N Coast Hwy

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Est. Population by Ancestry						
Pop, Ancestry Unclassified	1,236	6.52	4,026	6.35	8,572	6.55
2011 Est. Pop Age 5+ by Language Spoken At Home	17,041		57,727		120,688	
Speak Only English at Home	7,104	41.69	34,673	60.06	81,415	67.46
Speak Asian/Pac. Isl. Lang. at Home	276	1.62	1,642	2.84	4,216	3.49
Speak IndoEuropean Language at Home	148	0.87	1,121	1.94	3,134	2.60
Speak Spanish at Home	9,383	55.06	20,072	34.77	31,304	25.94
Speak Other Language at Home	131	0.77	218	0.38	620	0.51
2011 Est. Population by Sex	18,950		63,370		130,954	
Male	9,707	51.22	33,582	52.99	66,860	51.06
Female	9,244	48.78	29,788	47.01	64,094	48.94
2011 Est. Population by Age	18,950		63,370		130,954	
Age 0 - 4	1,909	10.07	5,643	8.90	10,266	7.84
Age 5 - 9	1,559	8.23	4,573	7.22	8,932	6.82
Age 10 - 14	1,431	7.55	4,099	6.47	7,992	6.10
Age 15 - 17	740	3.91	2,166	3.42	4,589	3.50
Age 18 - 20	839	4.43	3,725	5.88	6,082	4.64
Age 21 - 24	1,229	6.49	5,235	8.26	8,757	6.69
Age 25 - 34	3,302	17.42	10,242	16.16	20,350	15.54
Age 35 - 44	2,867	15.13	9,146	14.43	18,198	13.90
Age 45 - 54	2,249	11.87	7,640	12.06	17,072	13.04
Age 55 - 64	1,503	7.93	5,421	8.55	12,901	9.85
Age 65 - 74	703	3.71	2,660	4.20	7,482	5.71
Age 75 - 84	426	2.25	1,857	2.93	5,677	4.34
Age 85 and over	193	1.02	962	1.52	2,656	2.03
Age 16 and over	13,823	72.94	48,359	76.31	102,259	78.09
Age 18 and over	13,311	70.24	46,889	73.99	99,175	75.73
Age 21 and over	12,472	65.82	43,164	68.11	93,093	71.09
Age 65 and over	1,322	6.98	5,480	8.65	15,815	12.08
2011 Est. Median Age	30.35		31.10		34.27	
2011 Est. Average Age	32.00		33.50		36.40	

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Est. Male Population by Age	9,707		33,582		66,860	
Age 0 - 4	903	9.30	2,773	8.26	5,138	7.68
Age 5 - 9	804	8.28	2,348	6.99	4,576	6.84
Age 10 - 14	749	7.72	2,140	6.37	4,116	6.16
Age 15 - 17	380	3.91	1,107	3.30	2,359	3.53
Age 18 - 20	440	4.53	2,460	7.33	3,693	5.52
Age 21 - 24	632	6.51	3,290	9.80	5,189	7.76
Age 25 - 34	1,693	17.44	5,504	16.39	10,691	15.99
Age 35 - 44	1,563	16.10	4,907	14.61	9,592	14.35
Age 45 - 54	1,211	12.48	4,051	12.06	8,696	13.01
Age 55 - 64	766	7.89	2,699	8.04	6,264	9.37
Age 65 - 74	320	3.30	1,221	3.64	3,272	4.89
Age 75 - 84	180	1.85	754	2.25	2,336	3.49
Age 85 and over	62	0.64	328	0.98	937	1.40
2011 Est. Median Age, Male	30.57		29.86		32.82	
2011 Est. Average Age, Male	31.80		32.50		35.00	
2011 Est. Female Population by Age	9,244		29,788		64,094	
Age 0 - 4	1,006	10.88	2,870	9.63	5,128	8.00
Age 5 - 9	755	8.17	2,226	7.47	4,356	6.80
Age 10 - 14	682	7.38	1,959	6.58	3,876	6.05
Age 15 - 17	360	3.89	1,059	3.56	2,230	3.48
Age 18 - 20	399	4.32	1,265	4.25	2,389	3.73
Age 21 - 24	597	6.46	1,945	6.53	3,567	5.57
Age 25 - 34	1,609	17.41	4,739	15.91	9,660	15.07
Age 35 - 44	1,304	14.11	4,240	14.23	8,606	13.43
Age 45 - 54	1,037	11.22	3,588	12.05	8,377	13.07
Age 55 - 64	737	7.97	2,722	9.14	6,637	10.36
Age 65 - 74	382	4.13	1,440	4.83	4,209	6.57
Age 75 - 84	246	2.66	1,103	3.70	3,341	5.21
Age 85 and over	131	1.42	634	2.13	1,719	2.68
2011 Est. Median Age, Female	30.12		32.53		35.98	
2011 Est. Average Age, Female	32.20		34.70		37.80	

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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	14,051		49,055		103,764	
Total, Never Married	5,974	42.52	19,077	38.89	35,060	33.79
Males, Never Married	3,476	24.74	12,126	24.72	21,251	20.48
Females, Never Married	2,498	17.78	6,951	14.17	13,809	13.31
Married, Spouse present	4,598	32.72	18,775	38.27	44,771	43.15
Married, Spouse absent	1,130	8.04	3,226	6.58	5,391	5.20
Widowed	674	4.80	2,234	4.55	6,068	5.85
Males Widowed	181	1.29	563	1.15	1,422	1.37
Females Widowed	493	3.51	1,671	3.41	4,645	4.48
Divorced	1,674	11.91	5,744	11.71	12,473	12.02
Males Divorced	788	5.61	2,615	5.33	5,342	5.15
Females Divorced	887	6.31	3,129	6.38	7,131	6.87
2011 Est. Pop. Age 25+ by Edu. Attainment	11,243		37,930		84,336	
Less than 9th grade	2,735	24.33	4,984	13.14	7,061	8.37
Some High School, no diploma	1,429	12.71	3,422	9.02	5,748	6.82
High School Graduate (or GED)	2,293	20.39	8,559	22.57	17,934	21.26
Some College, no degree	2,149	19.11	8,985	23.69	21,805	25.85
Associate Degree	796	7.08	3,098	8.17	7,148	8.48
Bachelor's Degree	1,109	9.86	5,732	15.11	16,280	19.30
Master's Degree	369	3.28	1,998	5.27	5,447	6.46
Professional School Degree	270	2.40	732	1.93	1,778	2.11
Doctorate Degree	92	0.82	420	1.11	1,133	1.34
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	5,784		14,083		23,449	
Less than 9th grade	2,766	47.82	4,891	34.73	6,639	28.31
Some High School, no diploma	1,001	17.31	2,194	15.58	3,429	14.62
High School Graduate (or GED)	1,023	17.69	2,748	19.51	4,791	20.43
Some College, no degree	495	8.56	2,205	15.66	4,452	18.99
Associate Degree	250	4.32	700	4.97	1,245	5.31
Bachelor's Degree	135	2.33	885	6.28	2,020	8.61
Graduate or Professional Degree	113	1.95	461	3.27	873	3.72

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
Households						
2016 Projection	6,764		22,164		50,636	
2011 Estimate	6,431		21,118		47,758	
2000 Census	6,278		20,723		45,552	
1990 Census	5,734		18,728		40,353	
Growth 2011-2016	5.18%		4.95%		6.03%	
Growth 2000-2011	2.44%		1.91%		4.84%	
Growth 1990-2000	9.49%		10.65%		12.88%	
2011 Est. Households by Household Type	6,431		21,118		47,758	
Family Households	3,701	57.55	13,419	63.54	30,384	63.62
Nonfamily Households	2,730	42.45	7,699	36.46	17,374	36.38
2011 Est. Group Quarters Population	177		3,847		4,417	
2011 HHs by Ethnicity, Hispanic/Latino	2,672	41.55	6,552	31.03	11,062	23.16
2011 Est. HHs by HH Income	6,431		21,118		47,758	
Income Less than \$15,000	1,147	17.84	2,374	11.24	4,629	9.69
Income \$15,000 - \$24,999	1,089	16.93	2,504	11.86	4,859	10.17
Income \$25,000 - \$34,999	811	12.61	2,663	12.61	5,276	11.05
Income \$35,000 - \$49,999	1,100	17.10	3,662	17.34	7,395	15.48
Income \$50,000 - \$74,999	1,120	17.42	4,088	19.36	9,805	20.53
Income \$75,000 - \$99,999	551	8.57	2,512	11.90	6,333	13.26
Income \$100,000 - \$124,999	262	4.07	1,359	6.44	3,921	8.21
Income \$125,000 - \$149,999	135	2.10	742	3.51	2,026	4.24
Income \$150,000 - \$199,999	102	1.59	637	3.02	1,875	3.93
Income \$200,000 - \$499,999	98	1.52	503	2.38	1,407	2.95
Income \$500,000 and more	16	0.25	73	0.35	233	0.49
2011 Est. Average Household Income	\$49,997		\$63,085		\$70,358	
2011 Est. Median Household Income	\$37,302		\$47,359		\$54,388	
2011 Est. Per Capita Income	\$17,217		\$22,079		\$26,380	

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Median HH Inc by Single Race Class. or Ethn						
White Alone	38,796		49,613		56,866	
Black or African American Alone	38,580		43,775		49,537	
American Indian and Alaska Native Alone	45,500		45,688		49,271	
Asian Alone	38,261		47,091		56,535	
Native Hawaiian and Other Pacific Islander Alone	44,000		62,931		65,559	
Some Other Race Alone	34,487		40,978		44,143	
Two or More Races	29,386		40,588		48,790	
Hispanic or Latino	33,178		40,796		44,499	
Not Hispanic or Latino	40,373		51,030		58,259	
2011 Est. Family HH Type, Presence Own Children						
	3,701		13,419		30,384	
Married-Couple Family, own children	1,258	33.99	4,719	35.17	9,834	32.37
Married-Couple Family, no own children	1,063	28.72	4,833	36.02	12,715	41.85
Male Householder, own children	219	5.92	633	4.72	1,235	4.06
Male Householder, no own children	241	6.51	660	4.92	1,254	4.13
Female Householder, own children	622	16.81	1,540	11.48	3,098	10.20
Female Householder, no own children	299	8.08	1,034	7.71	2,248	7.40
2011 Est. Households by Household Size						
	6,431		21,118		47,758	
1-person household	2,056	31.97	5,548	26.27	12,780	26.76
2-person household	1,664	25.87	6,286	29.77	15,759	33.00
3-person household	746	11.60	3,307	15.66	7,373	15.44
4-person household	637	9.91	2,622	12.42	5,753	12.05
5-person household	520	8.09	1,530	7.25	3,083	6.46
6-person household	319	4.96	815	3.86	1,443	3.02
7 or more person household	489	7.60	1,010	4.78	1,567	3.28
2011 Est. Average Household Size						
	2.92		2.82		2.65	

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Est. Households by Presence of People	6,431		21,118		47,758	
Households with 1 or more People under Age 18:	2,341	36.40	7,554	35.77	15,310	32.06
Married-Couple Family	1,329	56.77	4,943	65.44	10,224	66.78
Other Family, Male Householder	280	11.96	765	10.13	1,445	9.44
Other Family, Female Householder	708	30.24	1,769	23.42	3,520	22.99
Nonfamily, Male Householder	22	0.94	67	0.89	102	0.67
Nonfamily, Female Householder	3	0.13	10	0.13	19	0.12
Households no People under Age 18:	4,089	63.58	13,564	64.23	32,448	67.94
Married-Couple Family	961	23.50	4,494	33.13	12,026	37.06
Other Family, Male Householder	171	4.18	509	3.75	1,017	3.13
Other Family, Female Householder	203	4.96	775	5.71	1,760	5.42
Nonfamily, Male Householder	1,475	36.07	4,034	29.74	8,297	25.57
Nonfamily, Female Householder	1,280	31.30	3,753	27.67	9,348	28.81
2011 Est. Households by Number of Vehicles	6,431		21,118		47,758	
No Vehicles	890	13.84	1,619	7.67	2,736	5.73
1 Vehicle	2,941	45.73	8,132	38.51	17,800	37.27
2 Vehicles	1,835	28.53	7,777	36.83	18,726	39.21
3 Vehicles	521	8.10	2,644	12.52	6,020	12.61
4 Vehicles	158	2.46	702	3.32	1,730	3.62
5 or more Vehicles	85	1.32	243	1.15	746	1.56
2011 Est. Average Number of Vehicles	1.45		1.70		1.77	
Family Households						
2016 Projection	3,918		14,122		32,283	
2011 Estimate	3,701		13,419		30,384	
2000 Census	3,564		13,130		28,948	
1990 Census	3,474		12,590		27,359	
Growth 2011-2016	5.86%		5.24%		6.25%	
Growth 2000-2011	3.84%		2.20%		4.96%	
Growth 1990-2000	2.59%		4.29%		5.81%	
2011 Est. Families by Poverty Status	3,701		13,419		30,384	
2011 Families at or Above Poverty	2,766	74.74	11,699	87.18	27,821	91.56
2011 Families at or Above Poverty with Children	1,504	40.64	6,065	45.20	12,908	42.48
2011 Families Below Poverty	935	25.26	1,720	12.82	2,563	8.44
2011 Families Below Poverty with Children	846	22.86	1,462	10.89	2,194	7.22



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

Project Code: Mission Ave at N Coast Hwy

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Est. Pop Age 16+ by Employment Status	13,823		48,359		102,259	
In Armed Forces	183	1.32	5,019	10.38	6,653	6.51
Civilian - Employed	7,937	57.42	26,091	53.95	57,328	56.06
Civilian - Unemployed	994	7.19	2,558	5.29	4,562	4.46
Not in Labor Force	4,709	34.07	14,692	30.38	33,716	32.97
2011 Est. Civ Employed Pop 16+ Class of Worker	7,962		25,913		56,765	
For-Profit Private Workers	6,537	82.10	19,743	76.19	40,931	72.11
Non-Profit Private Workers	220	2.76	1,110	4.28	2,857	5.03
Local Government Workers	341	4.28	1,389	5.36	3,720	6.55
State Government Workers	148	1.86	659	2.54	1,712	3.02
Federal Government Workers	159	2.00	786	3.03	2,061	3.63
Self-Emp Workers	809	10.16	2,870	11.08	6,966	12.27
Unpaid Family Workers	19	0.24	71	0.27	138	0.24
2011 Est. Civ Employed Pop 16+ by Occupation	7,962		25,913		56,765	
Architect/Engineer	67	0.84	351	1.35	1,133	2.00
Arts/Entertain/Sports	134	1.68	573	2.21	1,444	2.54
Building Grounds Maint	972	12.21	1,852	7.15	2,917	5.14
Business/Financial Ops	279	3.50	1,195	4.61	2,888	5.09
Community/Soc Svcs	56	0.70	247	0.95	691	1.22
Computer/Mathematical	110	1.38	570	2.20	1,453	2.56
Construction/Extraction	641	8.05	1,685	6.50	3,206	5.65
Edu/Training/Library	246	3.09	1,247	4.81	3,129	5.51
Farm/Fish/Forestry	239	3.00	391	1.51	479	0.84
Food Prep/Serving	803	10.09	2,134	8.24	3,900	6.87
Health Practitioner/Tec	175	2.20	901	3.48	2,445	4.31
Healthcare Support	115	1.44	485	1.87	964	1.70
Maintenance Repair	264	3.32	740	2.86	1,574	2.77
Legal	58	0.73	205	0.79	533	0.94
Life/Phys/Soc Science	67	0.84	217	0.84	599	1.06
Management	528	6.63	2,255	8.70	5,681	10.01
Office/Admin Support	867	10.89	3,268	12.61	7,062	12.44
Production	707	8.88	1,798	6.94	3,133	5.52
Protective Svcs	130	1.63	505	1.95	1,359	2.39
Sales/Related	844	10.60	2,851	11.00	7,258	12.79
Personal Care/Svc	229	2.88	1,209	4.67	2,604	4.59
Transportation/Moving	430	5.40	1,234	4.76	2,311	4.07

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Est. Pop 16+ by Occupation Classification	7,962		25,913		56,765	
Blue Collar	2,042	25.65	5,458	21.06	10,224	18.01
White Collar	3,431	43.09	13,880	53.56	34,318	60.46
Service and Farm	2,489	31.26	6,575	25.37	12,223	21.53
2011 Est. Workers Age 16+, Transp. To Work	8,043		30,562		62,783	
Drove Alone	4,866	60.50	20,151	65.93	44,883	71.49
Car Pooled	1,663	20.68	4,541	14.86	7,839	12.49
Public Transportation	698	8.68	1,375	4.50	2,356	3.75
Walked	299	3.72	2,064	6.75	2,511	4.00
Bicycle	42	0.52	207	0.68	306	0.49
Other Means	164	2.04	551	1.80	851	1.36
Worked at Home	311	3.87	1,672	5.47	4,036	6.43
2011 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	1,721		9,314		17,004	
15 - 29 Minutes	2,973		11,038		23,005	
30 - 44 Minutes	1,832		5,119		10,438	
45 - 59 Minutes	570		1,912		4,326	
60 or more Minutes	733		2,004		5,121	
2011 Est. Avg Travel Time to Work in Minutes	28.89		24.87		26.38	
2011 Est. Tenure of Occupied Housing Units	6,431		21,118		47,758	
Owner Occupied	1,645	25.58	8,389	39.72	24,094	50.45
Renter Occupied	4,786	74.42	12,729	60.28	23,664	49.55
2011 Owner Occ. HUs: Avg. Length of Residence	9		14		13	
2011 Renter Occ. HUs: Avg. Length of Residence	7		7		7	

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 2: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, aggregate

Radius 3: MISSION AVE AT N COAST HWY, OCEANSIDE, CA 92054, 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>	
		%		%		%
2011 Est. All Owner-Occupied Housing Values	1,645		8,389		24,094	
Value Less than \$20,000	34	2.07	90	1.07	182	0.76
Value \$20,000 - \$39,999	33	2.01	185	2.21	329	1.37
Value \$40,000 - \$59,999	30	1.82	115	1.37	471	1.95
Value \$60,000 - \$79,999	27	1.64	257	3.06	552	2.29
Value \$80,000 - \$99,999	34	2.07	140	1.67	355	1.47
Value \$100,000 - \$149,999	33	2.01	164	1.95	739	3.07
Value \$150,000 - \$199,999	116	7.05	400	4.77	1,947	8.08
Value \$200,000 - \$299,999	474	28.81	1,866	22.24	4,563	18.94
Value \$300,000 - \$399,999	295	17.93	1,925	22.95	4,934	20.48
Value \$400,000 - \$499,999	184	11.19	1,348	16.07	4,104	17.03
Value \$500,000 - \$749,999	251	15.26	1,240	14.78	4,149	17.22
Value \$750,000 - \$999,999	75	4.56	367	4.37	1,030	4.27
Value \$1,000,000 or more	59	3.59	293	3.49	741	3.08

2011 Est. Median All Owner-Occupied Housing Value	\$314,189		\$350,805		\$358,977	
----------------------------------------------------------	-----------	--	-----------	--	-----------	--

2011 Est. Housing Units by Units in Structure	7,793		23,407		51,413	
1 Unit Attached	519	6.66	1,858	7.94	6,563	12.77
1 Unit Detached	2,037	26.14	9,385	40.09	21,714	42.23
2 Units	402	5.16	752	3.21	1,211	2.36
3 or 4 Units	704	9.03	2,048	8.75	3,867	7.52
5 to 19 Units	2,178	27.95	4,611	19.70	8,918	17.35
20 to 49 Units	696	8.93	1,627	6.95	2,742	5.33
50 or More Units	970	12.45	2,146	9.17	3,781	7.35
Mobile Home or Trailer	278	3.57	949	4.05	2,583	5.02
Boat, RV, Van, etc.	9	0.12	31	0.13	34	0.07

2011 Est. Housing Units by Year Structure Built	7,793		23,407		51,413	
Housing Unit Built 2000 or later	515	6.61	1,402	5.99	3,936	7.66
Housing Unit Built 1990 to 1999	555	7.12	2,240	9.57	6,276	12.21
Housing Unit Built 1980 to 1989	1,171	15.03	3,977	16.99	11,810	22.97
Housing Unit Built 1970 to 1979	1,812	23.25	5,431	23.20	13,793	26.83
Housing Unit Built 1960 to 1969	1,290	16.55	4,293	18.34	7,482	14.55
Housing Unit Built 1950 to 1959	1,070	13.73	3,513	15.01	4,817	9.37
Housing Unit Built 1940 to 1949	653	8.38	1,473	6.29	1,767	3.44
Housing Unit Built 1939 or Earlier	728	9.34	1,079	4.61	1,533	2.98
2011 Est. Median Year Structure Built **	1971		1972		1977	

*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.



Prepared On: Wed May 18, 2011 Page 11 Of 12

Project Code: Mission Ave at N Coast Hwy

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 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:

MISSION AVE AT N COAST HWY
OCEANSIDE, CA 92054

Latitude/Longitude 33.195906 -117.379516
Radius 0.00 - 1.00

Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MISSION AVE AT N COAST HWY
OCEANSIDE, CA 92054

Latitude/Longitude 33.195906 -117.379516
Radius 0.00 - 3.00

Area Name:

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

MISSION AVE AT N COAST HWY
OCEANSIDE, CA 92054

Latitude/Longitude 33.195906 -117.379516
Radius 0.00 - 5.00

Project Information:

Site: 1

Order Number: 969977911



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

Project Code: Mission Ave at N Coast Hwy

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.