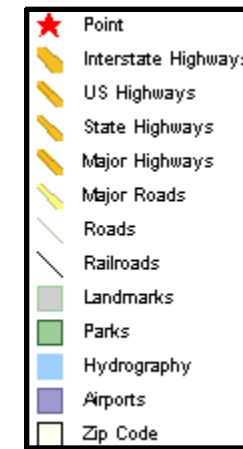
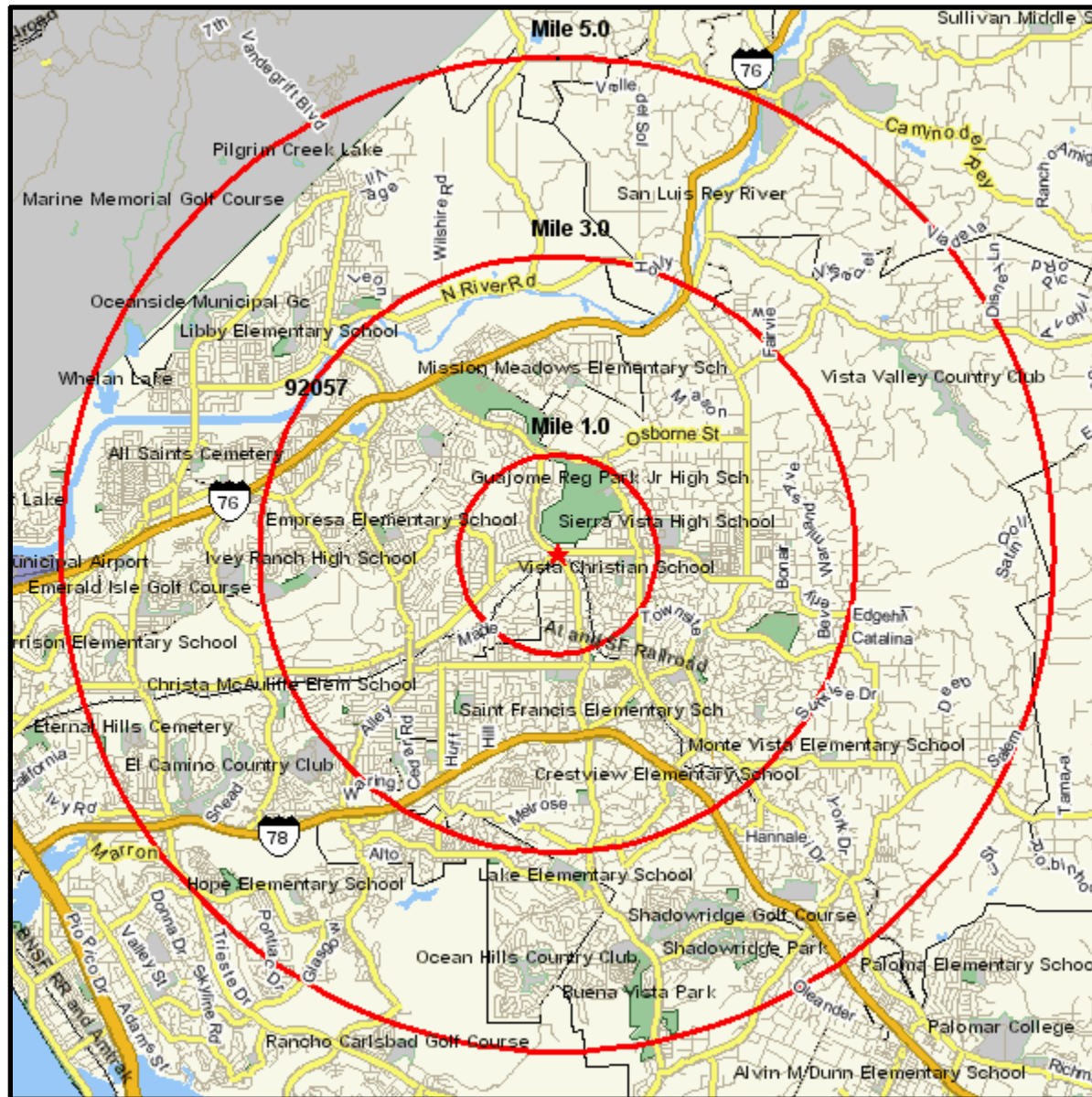


## Area Map

Prepared For:  
Project Code: Oceanside Blvd at Melrose Dr

Order #: 969977940  
Site: 01

OCEANSIDE BLVD AT MELROSE DR  
OCEANSIDE, CA 92049  
Coord: 33.220809, -117.259209  
Radius - See Appendix for Details



0 miles 1.11 2.21



## Area Map

Prepared For:  
Project Code: Oceanside Blvd at Melrose Dr

Order #: 969977940  
Site: 01

### Appendix: Area Listing

#### Area Name:

Type: Radius 1

#### Radius Definition:

OCEANSIDE BLVD AT MELROSE DR	Center Point:	33.220809	-117.259209
OCEANSIDE, CA 92049	Circle/Band:	0.00 -	1.00

#### Area Name:

Type: Radius 2

#### Radius Definition:

OCEANSIDE BLVD AT MELROSE DR	Center Point:	33.220809	-117.259209
OCEANSIDE, CA 92049	Circle/Band:	0.00 -	3.00

#### Area Name:

Type: Radius 3

#### Radius Definition:

OCEANSIDE BLVD AT MELROSE DR	Center Point:	33.220809	-117.259209
OCEANSIDE, CA 92049	Circle/Band:	0.00 -	5.00

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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	18,961		144,319		268,764	
2011 Estimate	17,959		135,351		251,497	
2000 Census	17,148		125,747		230,200	
1990 Census	14,534		98,533		184,943	
Growth 2011-2016	5.58%		6.63%		6.87%	
Growth 2000-2011	4.73%		7.64%		9.25%	
Growth 1990-2000	17.99%		27.62%		24.47%	
<b>2011 Est. Pop by Single Race Class</b>						
	17,959		135,351		251,497	
White Alone	8,973	49.96	77,131	56.99	153,251	60.94
Black or African American Alone	760	4.23	5,967	4.41	11,102	4.41
Amer. Indian and Alaska Native Alone	149	0.83	1,331	0.98	2,323	0.92
Asian Alone	716	3.99	7,282	5.38	14,938	5.94
Native Hawaiian and Other Pac. Isl. Alone	161	0.90	1,190	0.88	2,535	1.01
Some Other Race Alone	6,260	34.86	34,678	25.62	52,951	21.05
Two or More Races	939	5.23	7,772	5.74	14,398	5.72
<b>2011 Est. Pop Hisp or Latino by Origin</b>						
	17,959		135,351		251,497	
Not Hispanic or Latino	7,653	42.61	74,680	55.18	155,773	61.94
Hispanic or Latino:	10,306	57.39	60,672	44.83	95,724	38.06
Mexican	9,480	91.99	55,025	90.69	86,062	89.91
Puerto Rican	108	1.05	1,061	1.75	1,994	2.08
Cuban	26	0.25	168	0.28	291	0.30
All Other Hispanic or Latino	692	6.71	4,418	7.28	7,378	7.71
<b>2011 Est. Hisp or Latino by Single Race Class</b>						
	10,306		60,672		95,724	
White Alone	3,276	31.79	20,609	33.97	33,657	35.16
Black or African American Alone	73	0.71	582	0.96	1,037	1.08
American Indian and Alaska Native Alone	93	0.90	720	1.19	1,176	1.23
Asian Alone	37	0.36	252	0.42	441	0.46
Native Hawaiian and Other Pacific Islander Alone	32	0.31	162	0.27	255	0.27
Some Other Race Alone	6,248	60.62	34,545	56.94	52,646	55.00
Two or More Races	546	5.30	3,802	6.27	6,513	6.80

## Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 3: OCEANSIDE BLVD AT MELROSE DR, 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	%
<b>2011 Est. Pop. Asian Alone Race by Cat</b>	716		7,282		14,938	
Chinese, except Taiwanese	60	8.38	823	11.30	1,671	11.19
Filipino	286	39.94	3,040	41.75	6,436	43.08
Japanese	89	12.43	781	10.73	1,600	10.71
Asian Indian	52	7.26	405	5.56	960	6.43
Korean	53	7.40	461	6.33	1,074	7.19
Vietnamese	87	12.15	1,013	13.91	1,738	11.63
Cambodian	11	1.54	104	1.43	177	1.18
Hmong	0	0.00	3	0.04	11	0.07
Laotian	7	0.98	47	0.65	65	0.44
Thai	11	1.54	94	1.29	268	1.79
All Other Asian Races Including 2+ Category	60	8.38	512	7.03	936	6.27

<b>2011 Est. Population by Ancestry</b>	17,959		135,351		251,497	
Pop, Arab	80	0.45	764	0.56	1,313	0.52
Pop, Czech	37	0.21	316	0.23	605	0.24
Pop, Danish	64	0.36	444	0.33	1,049	0.42
Pop, Dutch	88	0.49	914	0.68	1,848	0.73
Pop, English	827	4.60	7,495	5.54	16,195	6.44
Pop, French (except Basque)	199	1.11	2,041	1.51	4,017	1.60
Pop, French Canadian	70	0.39	501	0.37	969	0.39
Pop, German	1,335	7.43	11,208	8.28	22,856	9.09
Pop, Greek	34	0.19	324	0.24	721	0.29
Pop, Hungarian	36	0.20	378	0.28	757	0.30
Pop, Irish	913	5.08	7,657	5.66	15,324	6.09
Pop, Italian	544	3.03	4,758	3.52	9,467	3.76
Pop, Lithuanian	7	0.04	123	0.09	246	0.10
Pop, United States or American	398	2.22	2,962	2.19	5,869	2.33
Pop, Norwegian	151	0.84	1,480	1.09	2,670	1.06
Pop, Polish	215	1.20	1,533	1.13	3,292	1.31
Pop, Portuguese	43	0.24	489	0.36	883	0.35
Pop, Russian	84	0.47	653	0.48	1,819	0.72
Pop, Scottish	202	1.12	1,763	1.30	3,595	1.43
Pop, Scotch-Irish	97	0.54	1,054	0.78	2,320	0.92
Pop, Slovak	13	0.07	84	0.06	235	0.09
Pop, Sub-Saharan African	67	0.37	557	0.41	1,198	0.48
Pop, Swedish	194	1.08	1,277	0.94	2,533	1.01
Pop, Swiss	24	0.13	167	0.12	385	0.15
Pop, Ukrainian	26	0.14	134	0.10	334	0.13
Pop, Welsh	47	0.26	386	0.29	963	0.38
Pop, West Indian (exc Hisp groups)	7	0.04	144	0.11	458	0.18
Pop, Other ancestries	10,825	60.28	75,979	56.13	132,427	52.66



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

Project Code: Oceanside Blvd at Melrose Dr

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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## Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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	1,333	7.42	9,765	7.21	17,149	6.82
<b>2011 Est. Pop Age 5+ by Language Spoken At Home</b>	16,303		123,463		230,725	
Speak Only English at Home	8,059	49.43	76,283	61.79	151,933	65.85
Speak Asian/Pac. Isl. Lang. at Home	469	2.88	5,220	4.23	10,609	4.60
Speak IndoEuropean Language at Home	212	1.30	2,795	2.26	6,272	2.72
Speak Spanish at Home	7,452	45.71	38,478	31.17	60,596	26.26
Speak Other Language at Home	110	0.67	687	0.56	1,315	0.57
<b>2011 Est. Population by Sex</b>	17,959		135,351		251,497	
Male	9,000	50.11	67,410	49.80	123,843	49.24
Female	8,959	49.89	67,942	50.20	127,654	50.76
<b>2011 Est. Population by Age</b>	17,959		135,351		251,497	
Age 0 - 4	1,657	9.23	11,888	8.78	20,772	8.26
Age 5 - 9	1,509	8.40	10,708	7.91	19,038	7.57
Age 10 - 14	1,372	7.64	9,711	7.17	17,210	6.84
Age 15 - 17	814	4.53	5,973	4.41	10,435	4.15
Age 18 - 20	797	4.44	5,943	4.39	10,471	4.16
Age 21 - 24	1,081	6.02	8,325	6.15	14,663	5.83
Age 25 - 34	2,873	16.00	20,205	14.93	36,164	14.38
Age 35 - 44	2,480	13.81	18,426	13.61	33,433	13.29
Age 45 - 54	2,273	12.66	18,405	13.60	33,914	13.48
Age 55 - 64	1,527	8.50	12,622	9.33	24,394	9.70
Age 65 - 74	797	4.44	6,337	4.68	14,575	5.80
Age 75 - 84	565	3.15	4,454	3.29	11,371	4.52
Age 85 and over	215	1.20	2,354	1.74	5,056	2.01
Age 16 and over	13,139	73.16	101,059	74.66	190,981	75.94
Age 18 and over	12,608	70.20	97,072	71.72	184,042	73.18
Age 21 and over	11,811	65.77	91,129	67.33	173,571	69.02
Age 65 and over	1,577	8.78	13,145	9.71	31,002	12.33
<b>2011 Est. Median Age</b>	31.09		32.49		34.17	
<b>2011 Est. Average Age</b>	33.20		34.40		36.10	

## Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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>	9,000		67,410		123,843	
Age 0 - 4	824	9.16	5,967	8.85	10,472	8.46
Age 5 - 9	768	8.53	5,472	8.12	9,714	7.84
Age 10 - 14	699	7.77	4,935	7.32	8,691	7.02
Age 15 - 17	429	4.77	3,075	4.56	5,333	4.31
Age 18 - 20	421	4.68	3,066	4.55	5,289	4.27
Age 21 - 24	547	6.08	4,403	6.53	7,594	6.13
Age 25 - 34	1,443	16.03	10,198	15.13	18,158	14.66
Age 35 - 44	1,294	14.38	9,467	14.04	17,076	13.79
Age 45 - 54	1,159	12.88	9,206	13.66	16,737	13.51
Age 55 - 64	765	8.50	6,181	9.17	11,805	9.53
Age 65 - 74	355	3.94	2,846	4.22	6,346	5.12
Age 75 - 84	213	2.37	1,770	2.63	4,762	3.85
Age 85 and over	83	0.92	825	1.22	1,867	1.51
<b>2011 Est. Median Age, Male</b>	30.63		31.66		33.17	
<b>2011 Est. Average Age, Male</b>	32.40		33.40		34.90	
<b>2011 Est. Female Population by Age</b>	8,959		67,942		127,654	
Age 0 - 4	833	9.30	5,922	8.72	10,300	8.07
Age 5 - 9	740	8.26	5,236	7.71	9,323	7.30
Age 10 - 14	673	7.51	4,775	7.03	8,520	6.67
Age 15 - 17	385	4.30	2,898	4.27	5,102	4.00
Age 18 - 20	377	4.21	2,878	4.24	5,182	4.06
Age 21 - 24	534	5.96	3,923	5.77	7,070	5.54
Age 25 - 34	1,429	15.95	10,007	14.73	18,006	14.11
Age 35 - 44	1,186	13.24	8,958	13.18	16,357	12.81
Age 45 - 54	1,115	12.45	9,199	13.54	17,177	13.46
Age 55 - 64	761	8.49	6,441	9.48	12,589	9.86
Age 65 - 74	442	4.93	3,491	5.14	8,230	6.45
Age 75 - 84	353	3.94	2,684	3.95	6,609	5.18
Age 85 and over	132	1.47	1,529	2.25	3,189	2.50
<b>2011 Est. Median Age, Female</b>	31.56		33.33		35.20	
<b>2011 Est. Average Age, Female</b>	34.00		35.40		37.10	

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 3: OCEANSIDE BLVD AT MELROSE DR, 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	%
<b>2011 Est. Pop Age 15+ by Marital Status</b>	13,422		103,045		194,477	
Total, Never Married	4,291	31.97	31,448	30.52	56,403	29.00
Males, Never Married	2,283	17.01	16,960	16.46	30,354	15.61
Females, Never Married	2,008	14.96	14,489	14.06	26,049	13.39
Married, Spouse present	6,220	46.34	49,313	47.86	95,980	49.35
Married, Spouse absent	1,039	7.74	7,015	6.81	11,289	5.80
Widowed	605	4.51	5,128	4.98	10,987	5.65
Males Widowed	129	0.96	1,003	0.97	2,410	1.24
Females Widowed	476	3.55	4,125	4.00	8,578	4.41
Divorced	1,267	9.44	10,141	9.84	19,819	10.19
Males Divorced	484	3.61	4,174	4.05	7,894	4.06
Females Divorced	783	5.83	5,966	5.79	11,925	6.13
<b>2011 Est. Pop. Age 25+ by Edu. Attainment</b>	10,730		82,803		158,908	
Less than 9th grade	1,929	17.98	9,152	11.05	13,813	8.69
Some High School, no diploma	1,230	11.46	7,053	8.52	11,674	7.35
High School Graduate (or GED)	2,442	22.76	18,985	22.93	35,572	22.39
Some College, no degree	2,690	25.07	21,232	25.64	41,656	26.21
Associate Degree	701	6.53	6,862	8.29	13,639	8.58
Bachelor's Degree	1,119	10.43	12,826	15.49	28,235	17.77
Master's Degree	420	3.91	4,569	5.52	9,647	6.07
Professional School Degree	152	1.42	1,302	1.57	2,797	1.76
Doctorate Degree	47	0.44	824	1.00	1,874	1.18
<b>2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	5,280		31,023		49,074	
Less than 9th grade	1,796	34.02	9,012	29.05	13,205	26.91
Some High School, no diploma	1,054	19.96	5,299	17.08	7,874	16.05
High School Graduate (or GED)	1,047	19.83	6,923	22.32	11,341	23.11
Some College, no degree	731	13.84	5,251	16.93	8,917	18.17
Associate Degree	229	4.34	1,670	5.38	2,706	5.51
Bachelor's Degree	268	5.08	1,944	6.27	3,531	7.20
Graduate or Professional Degree	155	2.94	924	2.98	1,501	3.06



## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

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**Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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	5,557		44,318		89,257	
2011 Estimate	5,284		41,715		83,640	
2000 Census	5,155		39,562		77,895	
1990 Census	4,686		34,253		66,435	
Growth 2011-2016	5.17%		6.24%		6.72%	
Growth 2000-2011	2.50%		5.44%		7.38%	
Growth 1990-2000	10.01%		15.50%		17.25%	
<b>2011 Est. Households by Household Type</b>	5,284		41,715		83,640	
Family Households	3,920	74.19	31,293	75.02	60,558	72.40
Nonfamily Households	1,364	25.81	10,422	24.98	23,082	27.60
<b>2011 Est. Group Quarters Population</b>	65		2,247		3,251	
<b>2011 HHs by Ethnicity, Hispanic/Latino</b>	2,154	40.76	13,277	31.83	21,582	25.80
<b>2011 Est. HHs by HH Income</b>	5,284		41,715		83,640	
Income Less than \$15,000	477	9.03	2,950	7.07	6,026	7.20
Income \$15,000 - \$24,999	565	10.69	3,486	8.36	6,747	8.07
Income \$25,000 - \$34,999	684	12.94	4,328	10.38	8,263	9.88
Income \$35,000 - \$49,999	938	17.75	6,475	15.52	13,061	15.62
Income \$50,000 - \$74,999	1,078	20.40	9,092	21.80	18,473	22.09
Income \$75,000 - \$99,999	652	12.34	6,114	14.66	12,131	14.50
Income \$100,000 - \$124,999	528	9.99	4,194	10.05	8,260	9.88
Income \$125,000 - \$149,999	167	3.16	2,100	5.03	4,195	5.02
Income \$150,000 - \$199,999	124	2.35	1,803	4.32	3,832	4.58
Income \$200,000 - \$499,999	57	1.08	1,015	2.43	2,305	2.76
Income \$500,000 and more	14	0.26	158	0.38	346	0.41
<b>2011 Est. Average Household Income</b>	\$61,782		\$73,396		\$74,662	
<b>2011 Est. Median Household Income</b>	\$49,641		\$59,950		\$60,451	
<b>2011 Est. Per Capita Income</b>	\$18,416		\$23,088		\$25,256	



## Pop-Facts: Demographic Snapshot 2011 Report

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Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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	54,035		64,290		63,467	
Black or African American Alone	46,316		51,616		52,299	
American Indian and Alaska Native Alone	32,250		44,028		48,487	
Asian Alone	57,895		66,675		66,620	
Native Hawaiian and Other Pacific Islander Alone	65,179		69,817		67,593	
Some Other Race Alone	41,940		47,005		48,574	
Two or More Races	58,750		59,412		58,759	
Hispanic or Latino	47,816		50,261		50,350	
Not Hispanic or Latino	51,915		64,874		64,159	
<b>2011 Est. Family HH Type, Presence Own Children</b>						
	3,920		31,293		60,558	
Married-Couple Family, own children	1,592	40.61	11,920	38.09	21,280	35.14
Married-Couple Family, no own children	1,321	33.70	11,704	37.40	25,249	41.69
Male Householder, own children	179	4.57	1,289	4.12	2,242	3.70
Male Householder, no own children	151	3.85	1,154	3.69	2,099	3.47
Female Householder, own children	416	10.61	3,157	10.09	5,712	9.43
Female Householder, no own children	261	6.66	2,069	6.61	3,976	6.57
<b>2011 Est. Households by Household Size</b>						
	5,284		41,715		83,640	
1-person household	1,000	18.93	7,270	17.43	16,755	20.03
2-person household	1,334	25.25	12,038	28.86	26,748	31.98
3-person household	829	15.69	7,224	17.32	13,794	16.49
4-person household	792	14.99	6,618	15.86	12,186	14.57
5-person household	583	11.03	4,085	9.79	6,951	8.31
6-person household	298	5.64	2,062	4.94	3,400	4.07
7 or more person household	447	8.46	2,419	5.80	3,806	4.55
<b>2011 Est. Average Household Size</b>						
	3.39		3.19		2.97	

## Pop-Facts: Demographic Snapshot 2011 Report

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**Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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. Households by Presence of People</b>	5,284		41,715		83,640	
<b>Households with 1 or more People under Age 18:</b>	2,397	45.36	17,738	42.52	31,652	37.84
Married-Couple Family	1,688	70.42	12,483	70.37	22,239	70.26
Other Family, Male Householder	215	8.97	1,535	8.65	2,659	8.40
Other Family, Female Householder	476	19.86	3,601	20.30	6,534	20.64
Nonfamily, Male Householder	14	0.58	90	0.51	170	0.54
Nonfamily, Female Householder	3	0.13	29	0.16	50	0.16
<b>Households no People under Age 18:</b>	2,887	54.64	23,978	57.48	51,989	62.16
Married-Couple Family	1,207	41.81	10,838	45.20	23,697	45.58
Other Family, Male Householder	113	3.91	875	3.65	1,633	3.14
Other Family, Female Householder	195	6.75	1,555	6.49	3,025	5.82
Nonfamily, Male Householder	630	21.82	4,845	20.21	10,225	19.67
Nonfamily, Female Householder	742	25.70	5,865	24.46	13,409	25.79
<b>2011 Est. Households by Number of Vehicles</b>	5,284		41,715		83,640	
No Vehicles	233	4.41	1,755	4.21	3,199	3.82
1 Vehicle	1,823	34.50	12,515	30.00	26,956	32.23
2 Vehicles	2,015	38.13	17,136	41.08	34,549	41.31
3 Vehicles	766	14.50	6,980	16.73	13,164	15.74
4 Vehicles	346	6.55	2,532	6.07	4,101	4.90
5 or more Vehicles	100	1.89	797	1.91	1,670	2.00
<b>2011 Est. Average Number of Vehicles</b>	1.92		1.98		1.94	
<b>Family Households</b>						
2016 Projection	4,123		33,232		64,666	
2011 Estimate	3,920		31,293		60,558	
2000 Census	3,854		29,798		56,477	
1990 Census	3,630		25,656		49,321	
Growth 2011-2016	5.18%		6.20%		6.78%	
Growth 2000-2011	1.71%		5.02%		7.23%	
Growth 1990-2000	6.17%		16.14%		14.51%	
<b>2011 Est. Families by Poverty Status</b>	3,920		31,293		60,558	
2011 Families at or Above Poverty	3,509	89.52	28,905	92.37	56,455	93.22
2011 Families at or Above Poverty with Children	2,115	53.95	15,796	50.48	28,267	46.68
2011 Families Below Poverty	411	10.48	2,388	7.63	4,104	6.78
2011 Families Below Poverty with Children	334	8.52	2,000	6.39	3,340	5.52



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

Project Code: Oceanside Blvd at Melrose Dr

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

**Radius 3: OCEANSIDE BLVD AT MELROSE DR, 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	%
<b>2011 Est. Pop Age 16+ by Employment Status</b>	13,139		101,059		190,981	
In Armed Forces	354	2.69	2,049	2.03	4,324	2.26
Civilian - Employed	7,627	58.05	59,432	58.81	109,489	57.33
Civilian - Unemployed	717	5.46	5,637	5.58	9,859	5.16
Not in Labor Force	4,441	33.80	33,942	33.59	67,309	35.24
<b>2011 Est. Civ Employed Pop 16+ Class of Worker</b>	7,598		59,201		108,804	
For-Profit Private Workers	5,866	77.20	43,601	73.65	78,499	72.15
Non-Profit Private Workers	405	5.33	3,255	5.50	5,806	5.34
Local Government Workers	388	5.11	3,587	6.06	7,025	6.46
State Government Workers	132	1.74	1,552	2.62	3,115	2.86
Federal Government Workers	297	3.91	2,288	3.86	4,574	4.20
Self-Emp Workers	648	8.53	6,534	11.04	12,869	11.83
Unpaid Family Workers	5	0.07	86	0.15	192	0.18
<b>2011 Est. Civ Employed Pop 16+ by Occupation</b>	7,598		59,201		108,804	
Architect/Engineer	68	0.89	1,150	1.94	2,396	2.20
Arts/Entertain/Sports	113	1.49	1,274	2.15	2,396	2.20
Building Grounds Maint	739	9.73	3,748	6.33	5,711	5.25
Business/Financial Ops	265	3.49	2,256	3.81	4,934	4.53
Community/Soc Svcs	95	1.25	742	1.25	1,365	1.25
Computer/Mathematical	115	1.51	1,349	2.28	2,828	2.60
Construction/Extraction	696	9.16	4,539	7.67	7,170	6.59
Edu/Training/Library	253	3.33	2,685	4.54	5,293	4.86
Farm/Fish/Forestry	121	1.59	583	0.98	812	0.75
Food Prep/Serving	361	4.75	2,917	4.93	5,278	4.85
Health Practitioner/Tec	213	2.80	2,244	3.79	4,559	4.19
Healthcare Support	132	1.74	1,027	1.73	1,822	1.67
Maintenance Repair	220	2.90	1,682	2.84	3,040	2.79
Legal	59	0.78	534	0.90	945	0.87
Life/Phys/Soc Science	82	1.08	522	0.88	1,098	1.01
Management	590	7.77	5,318	8.98	10,337	9.50
Office/Admin Support	984	12.95	7,919	13.38	14,722	13.53
Production	636	8.37	4,123	6.96	6,813	6.26
Protective Svcs	142	1.87	1,359	2.30	2,728	2.51
Sales/Related	891	11.73	7,368	12.45	14,070	12.93
Personal Care/Svc	346	4.55	2,783	4.70	5,151	4.73
Transportation/Moving	477	6.28	3,078	5.20	5,336	4.90

## Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 2: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate

Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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>	7,598		59,201		108,804	
Blue Collar	2,029	26.70	13,422	22.67	22,358	20.55
White Collar	3,727	49.05	33,361	56.35	64,943	59.69
Service and Farm	1,842	24.24	12,419	20.98	21,502	19.76
<b>2011 Est. Workers Age 16+, Transp. To Work</b>	7,896		60,388		111,799	
Drove Alone	5,790	73.33	45,682	75.65	85,472	76.45
Car Pooled	1,246	15.78	8,326	13.79	14,035	12.55
Public Transportation	313	3.96	1,918	3.18	3,562	3.19
Walked	134	1.70	751	1.24	1,253	1.12
Bicycle	0	0.00	157	0.26	298	0.27
Other Means	174	2.20	784	1.30	1,232	1.10
Worked at Home	239	3.03	2,770	4.59	5,948	5.32
<b>2011 Est. Workers Age 16+ by Travel Time to Work *</b>						
Less than 15 Minutes	1,602		12,045		22,357	
15 - 29 Minutes	3,545		24,825		44,928	
30 - 44 Minutes	1,239		11,106		20,224	
45 - 59 Minutes	573		4,703		8,999	
60 or more Minutes	769		5,736		11,020	
<b>2011 Est. Avg Travel Time to Work in Minutes</b>	28.61		28.83		29.01	
<b>2011 Est. Tenure of Occupied Housing Units</b>	5,284		41,715		83,640	
Owner Occupied	3,084	58.36	25,994	62.31	53,435	63.89
Renter Occupied	2,200	41.64	15,722	37.69	30,205	36.11
<b>2011 Owner Occ. HUs: Avg. Length of Residence</b>	16		14		13	
<b>2011 Renter Occ. HUs: Avg. Length of Residence</b>	7		7		6	

## Pop-Facts: Demographic Snapshot 2011 Report

**Radius 1: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, aggregate**

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**Radius 3: OCEANSIDE BLVD AT MELROSE DR, OCEANSIDE, CA 92049, 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>	3,084		25,994		53,435	
Value Less than \$20,000	25	0.81	233	0.90	369	0.69
Value \$20,000 - \$39,999	33	1.07	446	1.72	789	1.48
Value \$40,000 - \$59,999	34	1.10	360	1.38	909	1.70
Value \$60,000 - \$79,999	46	1.49	237	0.91	705	1.32
Value \$80,000 - \$99,999	19	0.62	120	0.46	460	0.86
Value \$100,000 - \$149,999	152	4.93	579	2.23	1,325	2.48
Value \$150,000 - \$199,999	307	9.95	1,630	6.27	3,909	7.32
Value \$200,000 - \$299,999	927	30.06	6,605	25.41	12,197	22.83
Value \$300,000 - \$399,999	1,023	33.17	7,791	29.97	13,954	26.11
Value \$400,000 - \$499,999	381	12.35	4,609	17.73	9,513	17.80
Value \$500,000 - \$749,999	95	3.08	2,716	10.45	7,418	13.88
Value \$750,000 - \$999,999	16	0.52	356	1.37	1,107	2.07
Value \$1,000,000 or more	28	0.91	312	1.20	780	1.46

<b>2011 Est. Median All Owner-Occupied Housing Value</b>	\$299,995		\$335,774		\$343,389	
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<b>2011 Est. Housing Units by Units in Structure</b>	5,424		43,033		86,690	
1 Unit Attached	652	12.02	4,410	10.25	10,953	12.63
1 Unit Detached	2,989	55.11	24,955	57.99	47,365	54.64
2 Units	99	1.83	709	1.65	1,128	1.30
3 or 4 Units	136	2.51	1,983	4.61	4,383	5.06
5 to 19 Units	803	14.80	5,200	12.08	10,790	12.45
20 to 49 Units	195	3.60	1,594	3.70	2,293	2.65
50 or More Units	341	6.29	2,384	5.54	5,345	6.17
Mobile Home or Trailer	203	3.74	1,766	4.10	4,393	5.07
Boat, RV, Van, etc.	6	0.11	32	0.07	39	0.04

<b>2011 Est. Housing Units by Year Structure Built</b>	5,424		43,033		86,690	
Housing Unit Built 2000 or later	223	4.11	3,140	7.30	8,153	9.40
Housing Unit Built 1990 to 1999	668	12.32	7,571	17.59	14,745	17.01
Housing Unit Built 1980 to 1989	1,925	35.49	13,295	30.89	28,304	32.65
Housing Unit Built 1970 to 1979	1,205	22.22	9,747	22.65	20,761	23.95
Housing Unit Built 1960 to 1969	799	14.73	4,988	11.59	8,608	9.93
Housing Unit Built 1950 to 1959	406	7.49	2,762	6.42	3,991	4.60
Housing Unit Built 1940 to 1949	135	2.49	902	2.10	1,176	1.36
Housing Unit Built 1939 or Earlier	62	1.14	628	1.46	952	1.10

<b>2011 Est. Median Year Structure Built **</b>	1981		1982		1983	
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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.



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

Project Code: Oceanside Blvd at Melrose Dr

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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:

OCEANSIDE BLVD AT MELROSE DR	Latitude/Longitude	33.220809	-117.259209
OCEANSIDE, CA 92049	Radius	0.00	- 1.00

### Area Name:

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

#### Radius Definition:

OCEANSIDE BLVD AT MELROSE DR	Latitude/Longitude	33.220809	-117.259209
OCEANSIDE, CA 92049	Radius	0.00	- 3.00

### Area Name:

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

#### Radius Definition:

OCEANSIDE BLVD AT MELROSE DR	Latitude/Longitude	33.220809	-117.259209
OCEANSIDE, CA 92049	Radius	0.00	- 5.00

### Project Information:

Site: 1

Order Number: 969977940



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

Project Code: Oceanside Blvd at Melrose Dr

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