

Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Radius 2: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Radius 3: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 5.00 miles <i>Radius 1</i>		0.00 - 10.00 miles <i>Radius 2</i>		0.00 - 15.00 miles <i>Radius 3</i>	
		%		%		%
Population						
2016 Projection	280,372		514,617		802,069	
2011 Estimate	263,106		479,314		747,957	
2000 Census	242,716		421,972		659,915	
1990 Census	197,029		341,738		546,747	
Growth 2011-2016	6.56%		7.37%		7.23%	
Growth 2000-2011	8.40%		13.59%		13.34%	
Growth 1990-2000	23.19%		23.48%		20.70%	
2011 Est. Pop by Single Race Class						
	263,106		479,314		747,957	
White Alone	159,409	60.59	313,959	65.50	503,709	67.34
Black or African American Alone	11,760	4.47	16,558	3.45	21,274	2.84
Amer. Indian and Alaska Native Alone	2,552	0.97	4,257	0.89	7,411	0.99
Asian Alone	14,941	5.68	26,019	5.43	37,584	5.02
Native Hawaiian and Other Pac. Isl. Alone	2,723	1.03	3,373	0.70	3,928	0.53
Some Other Race Alone	56,577	21.50	90,435	18.87	137,128	18.33
Two or More Races	15,143	5.76	24,714	5.16	36,923	4.94
2011 Est. Pop Hisp or Latino by Origin						
	263,106		479,314		747,957	
Not Hispanic or Latino	159,075	60.46	314,721	65.66	493,897	66.03
Hispanic or Latino:	104,030	39.54	164,593	34.34	254,060	33.97
Mexican	93,689	90.06	148,088	89.97	229,437	90.31
Puerto Rican	2,147	2.06	3,279	1.99	4,379	1.72
Cuban	308	0.30	573	0.35	888	0.35
All Other Hispanic or Latino	7,887	7.58	12,653	7.69	19,355	7.62
2011 Est. Hisp or Latino by Single Race Class						
	104,030		164,593		254,060	
White Alone	37,542	36.09	59,158	35.94	94,050	37.02
Black or African American Alone	1,149	1.10	1,574	0.96	2,183	0.86
American Indian and Alaska Native Alone	1,400	1.35	2,186	1.33	3,620	1.42
Asian Alone	479	0.46	721	0.44	995	0.39
Native Hawaiian and Other Pacific Islander Alone	251	0.24	358	0.22	465	0.18
Some Other Race Alone	56,288	54.11	89,825	54.57	136,157	53.59
Two or More Races	6,921	6.65	10,770	6.54	16,590	6.53

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Description	0.00 - 5.00 miles		0.00 - 10.00 miles		0.00 - 15.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2011 Est. Pop. Asian Alone Race by Cat	14,941		26,019		37,584	
Chinese, except Taiwanese	1,633	10.93	3,721	14.30	5,740	15.27
Filipino	6,675	44.68	9,851	37.86	13,185	35.08
Japanese	1,605	10.74	2,760	10.61	3,796	10.10
Asian Indian	921	6.16	2,139	8.22	3,510	9.34
Korean	993	6.65	2,073	7.97	2,906	7.73
Vietnamese	1,630	10.91	2,829	10.87	4,333	11.53
Cambodian	194	1.30	295	1.13	440	1.17
Hmong	12	0.08	18	0.07	55	0.15
Laotian	67	0.45	127	0.49	469	1.25
Thai	241	1.61	414	1.59	570	1.52
All Other Asian Races Including 2+ Category	969	6.49	1,793	6.89	2,577	6.86
2011 Est. Population by Ancestry	263,106		479,314		747,957	
Pop, Arab	1,222	0.46	2,293	0.48	3,752	0.50
Pop, Czech	598	0.23	1,218	0.25	2,033	0.27
Pop, Danish	1,111	0.42	1,957	0.41	3,323	0.44
Pop, Dutch	1,851	0.70	3,737	0.78	6,945	0.93
Pop, English	16,066	6.11	31,969	6.67	51,457	6.88
Pop, French (except Basque)	4,115	1.56	7,487	1.56	12,022	1.61
Pop, French Canadian	987	0.38	1,886	0.39	3,047	0.41
Pop, German	22,671	8.62	46,500	9.70	76,554	10.24
Pop, Greek	685	0.26	1,528	0.32	2,277	0.30
Pop, Hungarian	752	0.29	1,722	0.36	2,691	0.36
Pop, Irish	16,107	6.12	32,657	6.81	51,195	6.84
Pop, Italian	9,600	3.65	20,142	4.20	31,035	4.15
Pop, Lithuanian	233	0.09	478	0.10	835	0.11
Pop, United States or American	5,813	2.21	11,982	2.50	19,454	2.60
Pop, Norwegian	2,703	1.03	5,537	1.16	8,958	1.20
Pop, Polish	3,374	1.28	6,906	1.44	10,907	1.46
Pop, Portuguese	934	0.35	1,712	0.36	2,391	0.32
Pop, Russian	1,808	0.69	3,965	0.83	6,970	0.93
Pop, Scottish	3,590	1.36	7,314	1.53	11,529	1.54
Pop, Scotch-Irish	2,372	0.90	4,500	0.94	7,617	1.02
Pop, Slovak	245	0.09	377	0.08	577	0.08
Pop, Sub-Saharan African	1,311	0.50	2,100	0.44	2,745	0.37
Pop, Swedish	2,535	0.96	5,338	1.11	8,847	1.18
Pop, Swiss	398	0.15	766	0.16	1,244	0.17
Pop, Ukrainian	320	0.12	689	0.14	1,291	0.17
Pop, Welsh	945	0.36	1,733	0.36	2,866	0.38
Pop, West Indian (exc Hisp groups)	498	0.19	956	0.20	1,378	0.18
Pop, Other ancestries	142,552	54.18	239,091	49.88	361,563	48.34



Prepared On: Fri May 20, 2011 Page 2 Of 12

Project Code: Retail Demand

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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		%		%		%
2011 Est. Population by Ancestry						
Pop, Ancestry Unclassified	17,714	6.73	32,773	6.84	52,455	7.01
2011 Est. Pop Age 5+ by Language Spoken At Home	241,104		439,841		686,976	
Speak Only English at Home	155,498	64.49	296,488	67.41	466,255	67.87
Speak Asian/Pac. Isl. Lang. at Home	11,002	4.56	16,823	3.82	22,997	3.35
Speak IndoEuropean Language at Home	6,308	2.62	12,783	2.91	20,106	2.93
Speak Spanish at Home	67,084	27.82	111,119	25.26	173,594	25.27
Speak Other Language at Home	1,212	0.50	2,627	0.60	4,023	0.59
2011 Est. Population by Sex	263,106		479,314		747,957	
Male	130,906	49.75	241,249	50.33	375,423	50.19
Female	132,200	50.25	238,066	49.67	372,534	49.81
2011 Est. Population by Age	263,106		479,314		747,957	
Age 0 - 4	22,002	8.36	39,474	8.24	60,981	8.15
Age 5 - 9	19,786	7.52	34,661	7.23	53,993	7.22
Age 10 - 14	17,884	6.80	31,315	6.53	49,076	6.56
Age 15 - 17	10,869	4.13	18,466	3.85	29,331	3.92
Age 18 - 20	11,640	4.42	22,348	4.66	33,588	4.49
Age 21 - 24	16,501	6.27	30,609	6.39	46,423	6.21
Age 25 - 34	38,268	14.54	65,565	13.68	102,575	13.71
Age 35 - 44	35,020	13.31	63,483	13.24	97,369	13.02
Age 45 - 54	34,992	13.30	64,116	13.38	103,005	13.77
Age 55 - 64	24,971	9.49	48,078	10.03	78,390	10.48
Age 65 - 74	14,702	5.59	29,399	6.13	45,762	6.12
Age 75 - 84	11,403	4.33	22,257	4.64	32,361	4.33
Age 85 and over	5,067	1.93	9,545	1.99	15,103	2.02
Age 16 and over	199,803	75.94	367,720	76.72	574,095	76.76
Age 18 and over	192,565	73.19	355,399	74.15	554,576	74.15
Age 21 and over	180,925	68.77	333,051	69.48	520,988	69.65
Age 65 and over	31,172	11.85	61,201	12.77	93,226	12.46
2011 Est. Median Age	33.59		34.58		34.81	
2011 Est. Average Age	35.70		36.40		36.50	

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		%		%		%
2011 Est. Male Population by Age	130,906		241,249		375,423	
Age 0 - 4	11,061	8.45	19,907	8.25	30,784	8.20
Age 5 - 9	10,090	7.71	17,698	7.34	27,573	7.34
Age 10 - 14	9,075	6.93	15,970	6.62	25,093	6.68
Age 15 - 17	5,551	4.24	9,476	3.93	15,057	4.01
Age 18 - 20	6,247	4.77	13,066	5.42	19,223	5.12
Age 21 - 24	8,971	6.85	17,705	7.34	26,323	7.01
Age 25 - 34	19,461	14.87	33,522	13.90	52,368	13.95
Age 35 - 44	17,928	13.70	32,497	13.47	49,562	13.20
Age 45 - 54	17,383	13.28	32,010	13.27	51,467	13.71
Age 55 - 64	12,135	9.27	23,258	9.64	38,122	10.15
Age 65 - 74	6,415	4.90	13,107	5.43	20,798	5.54
Age 75 - 84	4,726	3.61	9,499	3.94	13,676	3.64
Age 85 and over	1,862	1.42	3,533	1.46	5,379	1.43
2011 Est. Median Age, Male	32.43		33.00		33.34	
2011 Est. Average Age, Male	34.50		35.10		35.30	
2011 Est. Female Population by Age	132,200		238,066		372,534	
Age 0 - 4	10,940	8.28	19,567	8.22	30,197	8.11
Age 5 - 9	9,696	7.33	16,963	7.13	26,420	7.09
Age 10 - 14	8,810	6.66	15,344	6.45	23,983	6.44
Age 15 - 17	5,318	4.02	8,989	3.78	14,274	3.83
Age 18 - 20	5,393	4.08	9,282	3.90	14,366	3.86
Age 21 - 24	7,530	5.70	12,904	5.42	20,100	5.40
Age 25 - 34	18,807	14.23	32,043	13.46	50,207	13.48
Age 35 - 44	17,092	12.93	30,985	13.02	47,806	12.83
Age 45 - 54	17,609	13.32	32,106	13.49	51,538	13.83
Age 55 - 64	12,836	9.71	24,821	10.43	40,268	10.81
Age 65 - 74	8,287	6.27	16,292	6.84	24,964	6.70
Age 75 - 84	6,677	5.05	12,758	5.36	18,685	5.02
Age 85 and over	3,205	2.42	6,011	2.52	9,724	2.61
2011 Est. Median Age, Female	34.79		36.27		36.41	
2011 Est. Average Age, Female	36.80		37.70		37.70	

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	<i>Radius 1</i>	%	<i>Radius 2</i>	%	<i>Radius 3</i>	%
2011 Est. Pop Age 15+ by Marital Status	203,433		373,865		583,907	
Total, Never Married	60,904	29.94	111,998	29.96	174,586	29.90
Males, Never Married	33,731	16.58	65,319	17.47	100,484	17.21
Females, Never Married	27,173	13.36	46,679	12.49	74,102	12.69
Married, Spouse present	98,350	48.35	182,495	48.81	286,759	49.11
Married, Spouse absent	12,026	5.91	20,429	5.46	31,968	5.47
Widowed	11,361	5.58	20,302	5.43	31,622	5.42
Males Widowed	2,515	1.24	4,400	1.18	6,712	1.15
Females Widowed	8,847	4.35	15,902	4.25	24,911	4.27
Divorced	20,792	10.22	38,641	10.34	58,972	10.10
Males Divorced	8,558	4.21	15,770	4.22	23,740	4.07
Females Divorced	12,235	6.01	22,871	6.12	35,232	6.03
2011 Est. Pop. Age 25+ by Edu. Attainment	164,424		302,443		474,564	
Less than 9th grade	15,542	9.45	25,707	8.50	41,201	8.68
Some High School, no diploma	12,379	7.53	20,728	6.85	33,154	6.99
High School Graduate (or GED)	36,980	22.49	61,561	20.35	92,967	19.59
Some College, no degree	42,474	25.83	75,181	24.86	114,244	24.07
Associate Degree	14,083	8.57	25,219	8.34	37,681	7.94
Bachelor's Degree	28,597	17.39	61,863	20.45	100,507	21.18
Master's Degree	9,688	5.89	21,623	7.15	36,296	7.65
Professional School Degree	2,839	1.73	6,527	2.16	10,829	2.28
Doctorate Degree	1,841	1.12	4,034	1.33	7,686	1.62
2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	53,028		82,919		129,087	
Less than 9th grade	14,971	28.23	24,249	29.24	39,091	30.28
Some High School, no diploma	8,397	15.84	13,043	15.73	21,372	16.56
High School Graduate (or GED)	12,040	22.70	17,999	21.71	26,900	20.84
Some College, no degree	9,518	17.95	14,296	17.24	21,250	16.46
Associate Degree	2,818	5.31	4,253	5.13	6,232	4.83
Bachelor's Degree	3,701	6.98	6,500	7.84	10,150	7.86
Graduate or Professional Degree	1,581	2.98	2,580	3.11	4,092	3.17

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		%		%		%
Households						
2016 Projection	91,829		176,384		274,505	
2011 Estimate	86,188		163,645		255,112	
2000 Census	80,753		144,582		226,198	
1990 Census	69,252		119,970		192,863	
Growth 2011-2016	6.54%		7.78%		7.60%	
Growth 2000-2011	6.73%		13.18%		12.78%	
Growth 1990-2000	16.61%		20.52%		17.28%	
2011 Est. Households by Household Type	86,188		163,645		255,112	
Family Households	62,481	72.49	115,695	70.70	180,241	70.65
Nonfamily Households	23,707	27.51	47,950	29.30	74,871	29.35
2011 Est. Group Quarters Population	4,888		14,127		18,539	
2011 HHs by Ethnicity, Hispanic/Latino	23,286	27.02	36,991	22.60	56,836	22.28
2011 Est. HHs by HH Income	86,188		163,645		255,112	
Income Less than \$15,000	6,458	7.49	11,872	7.25	18,840	7.38
Income \$15,000 - \$24,999	7,279	8.45	13,445	8.22	21,387	8.38
Income \$25,000 - \$34,999	8,824	10.24	16,084	9.83	24,723	9.69
Income \$35,000 - \$49,999	13,315	15.45	24,423	14.92	36,763	14.41
Income \$50,000 - \$74,999	18,451	21.41	33,277	20.33	50,659	19.86
Income \$75,000 - \$99,999	12,574	14.59	22,967	14.03	35,193	13.80
Income \$100,000 - \$124,999	8,403	9.75	15,852	9.69	24,410	9.57
Income \$125,000 - \$149,999	4,244	4.92	9,271	5.67	14,729	5.77
Income \$150,000 - \$199,999	3,864	4.48	8,875	5.42	14,283	5.60
Income \$200,000 - \$499,999	2,396	2.78	6,244	3.82	11,385	4.46
Income \$500,000 and more	378	0.44	1,336	0.82	2,740	1.07
2011 Est. Average Household Income	\$74,200		\$80,319		\$83,234	
2011 Est. Median Household Income	\$59,779		\$62,019		\$62,754	
2011 Est. Per Capita Income	\$24,813		\$28,036		\$28,904	

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		%		%		%
2011 Median HH Inc by Single Race Class. or Ethn						
White Alone	63,153		65,630		66,622	
Black or African American Alone	51,368		52,084		50,833	
American Indian and Alaska Native Alone	48,795		46,387		46,951	
Asian Alone	66,608		70,916		71,651	
Native Hawaiian and Other Pacific Islander Alone	67,511		66,571		64,754	
Some Other Race Alone	47,663		46,050		45,802	
Two or More Races	57,385		56,040		53,521	
Hispanic or Latino	49,180		48,009		47,018	
Not Hispanic or Latino	64,165		66,833		68,282	
2011 Est. Family HH Type, Presence Own Children						
	62,481		115,695		180,241	
Married-Couple Family, own children	22,153	35.46	40,727	35.20	64,467	35.77
Married-Couple Family, no own children	25,539	40.87	50,050	43.26	77,048	42.75
Male Householder, own children	2,363	3.78	4,018	3.47	6,329	3.51
Male Householder, no own children	2,196	3.51	3,963	3.43	6,366	3.53
Female Householder, own children	6,016	9.63	9,844	8.51	15,160	8.41
Female Householder, no own children	4,214	6.74	7,094	6.13	10,873	6.03
2011 Est. Households by Household Size						
	86,188		163,645		255,112	
1-person household	17,104	19.84	35,228	21.53	54,785	21.47
2-person household	27,106	31.45	54,719	33.44	84,014	32.93
3-person household	14,367	16.67	26,534	16.21	41,390	16.22
4-person household	12,594	14.61	22,871	13.98	36,593	14.34
5-person household	7,271	8.44	12,267	7.50	19,360	7.59
6-person household	3,614	4.19	5,709	3.49	9,052	3.55
7 or more person household	4,133	4.80	6,317	3.86	9,918	3.89
2011 Est. Average Household Size						
	3.00		2.84		2.86	

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		%		%		%
2011 Est. Households by Presence of People	86,188		163,645		255,112	
Households with 1 or more People under Age 18:	33,145	38.46	58,519	35.76	91,849	36.00
Married-Couple Family	23,199	69.99	42,235	72.17	66,720	72.64
Other Family, Male Householder	2,801	8.45	4,733	8.09	7,410	8.07
Other Family, Female Householder	6,911	20.85	11,162	19.07	17,104	18.62
Nonfamily, Male Householder	185	0.56	306	0.52	476	0.52
Nonfamily, Female Householder	50	0.15	83	0.14	139	0.15
Households no People under Age 18:	53,042	61.54	105,126	64.24	163,263	64.00
Married-Couple Family	23,894	45.05	47,584	45.26	73,174	44.82
Other Family, Male Householder	1,707	3.22	3,162	3.01	5,114	3.13
Other Family, Female Householder	3,191	6.02	5,584	5.31	8,617	5.28
Nonfamily, Male Householder	10,574	19.94	21,510	20.46	33,480	20.51
Nonfamily, Female Householder	13,677	25.79	27,287	25.96	42,878	26.26
2011 Est. Households by Number of Vehicles	86,188		163,645		255,112	
No Vehicles	3,620	4.20	6,727	4.11	10,899	4.27
1 Vehicle	27,742	32.19	52,991	32.38	79,378	31.11
2 Vehicles	35,326	40.99	68,472	41.84	106,250	41.65
3 Vehicles	13,523	15.69	24,976	15.26	40,269	15.78
4 Vehicles	4,328	5.02	7,516	4.59	12,684	4.97
5 or more Vehicles	1,650	1.91	2,963	1.81	5,632	2.21
2011 Est. Average Number of Vehicles	1.93		1.91		1.95	
Family Households						
2016 Projection	66,612		124,867		194,153	
2011 Estimate	62,481		115,695		180,241	
2000 Census	58,631		102,209		159,752	
1990 Census	51,613		86,867		138,065	
Growth 2011-2016	6.61%		7.93%		7.72%	
Growth 2000-2011	6.57%		13.19%		12.83%	
Growth 1990-2000	13.60%		17.66%		15.71%	
2011 Est. Families by Poverty Status	62,481		115,695		180,241	
2011 Families at or Above Poverty	58,013	92.85	107,776	93.16	168,076	93.25
2011 Families at or Above Poverty with Children	29,466	47.16	52,077	45.01	81,906	45.44
2011 Families Below Poverty	4,469	7.15	7,920	6.85	12,165	6.75
2011 Families Below Poverty with Children	3,759	6.02	6,412	5.54	9,918	5.50



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Project Code: Retail Demand

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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Pop-Facts: Demographic Snapshot 2011 Report

Radius 1: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Radius 2: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Radius 3: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 5.00 miles <i>Radius 1</i>		0.00 - 10.00 miles <i>Radius 2</i>		0.00 - 15.00 miles <i>Radius 3</i>	
		%		%		%
2011 Est. Pop Age 16+ by Employment Status	199,803		367,720		574,095	
In Armed Forces	6,816	3.41	18,378	5.00	22,659	3.95
Civilian - Employed	113,214	56.66	205,979	56.02	330,332	57.54
Civilian - Unemployed	10,180	5.10	17,292	4.70	26,112	4.55
Not in Labor Force	69,594	34.83	126,070	34.28	194,992	33.97
2011 Est. Civ Employed Pop 16+ Class of Worker	112,431		204,646		328,347	
For-Profit Private Workers	81,569	72.55	148,785	72.70	238,095	72.51
Non-Profit Private Workers	5,966	5.31	10,135	4.95	16,262	4.95
Local Government Workers	7,139	6.35	12,560	6.14	20,247	6.17
State Government Workers	3,155	2.81	5,844	2.86	9,520	2.90
Federal Government Workers	4,734	4.21	7,094	3.47	9,783	2.98
Self-Emp Workers	12,976	11.54	27,181	13.28	47,820	14.56
Unpaid Family Workers	192	0.17	408	0.20	623	0.19
2011 Est. Civ Employed Pop 16+ by Occupation	112,431		204,646		328,347	
Architect/Engineer	2,333	2.08	4,702	2.30	7,793	2.37
Arts/Entertain/Sports	2,462	2.19	4,949	2.42	8,395	2.56
Building Grounds Maint	6,100	5.43	10,253	5.01	17,870	5.44
Business/Financial Ops	4,919	4.38	10,249	5.01	16,412	5.00
Community/Soc Svcs	1,423	1.27	2,306	1.13	3,798	1.16
Computer/Mathematical	2,784	2.48	5,538	2.71	9,053	2.76
Construction/Extraction	7,284	6.48	12,570	6.14	20,462	6.23
Edu/Training/Library	5,468	4.86	10,282	5.02	17,041	5.19
Farm/Fish/Forestry	956	0.85	1,782	0.87	2,896	0.88
Food Prep/Serving	5,750	5.11	10,309	5.04	16,475	5.02
Health Practitioner/Tec	4,589	4.08	8,618	4.21	13,949	4.25
Healthcare Support	1,941	1.73	3,319	1.62	5,158	1.57
Maintenance Repair	3,179	2.83	5,554	2.71	8,775	2.67
Legal	961	0.85	2,014	0.98	3,318	1.01
Life/Phys/Soc Science	1,171	1.04	2,424	1.18	4,145	1.26
Management	10,777	9.59	22,882	11.18	37,770	11.50
Office/Admin Support	14,923	13.27	26,219	12.81	39,643	12.07
Production	7,309	6.50	11,686	5.71	17,508	5.33
Protective Svcs	2,806	2.50	4,449	2.17	6,783	2.07
Sales/Related	14,277	12.70	26,832	13.11	43,664	13.30
Personal Care/Svc	5,490	4.88	9,298	4.54	14,427	4.39
Transportation/Moving	5,530	4.92	8,409	4.11	13,011	3.96

Pop-Facts: Demographic Snapshot 2011 Report

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Radius 3: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 5.00 miles <i>Radius 1</i>		0.00 - 10.00 miles <i>Radius 2</i>		0.00 - 15.00 miles <i>Radius 3</i>	
		%		%		%
2011 Est. Pop 16+ by Occupation Classification	112,431		204,646		328,347	
Blue Collar	23,302	20.73	38,219	18.68	59,756	18.20
White Collar	66,087	58.78	127,017	62.07	204,983	62.43
Service and Farm	23,042	20.49	39,410	19.26	63,608	19.37
2011 Est. Workers Age 16+, Transp. To Work	117,888		220,038		346,052	
Drove Alone	88,482	75.06	160,685	73.03	254,452	73.53
Car Pooled	15,335	13.01	26,239	11.92	40,054	11.57
Public Transportation	3,930	3.33	6,373	2.90	9,262	2.68
Walked	2,180	1.85	7,482	3.40	10,534	3.04
Bicycle	409	0.35	817	0.37	1,716	0.50
Other Means	1,384	1.17	2,999	1.36	4,413	1.28
Worked at Home	6,168	5.23	15,443	7.02	25,621	7.40
2011 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	24,952		53,653		84,870	
15 - 29 Minutes	47,104		80,396		121,450	
30 - 44 Minutes	21,022		38,555		65,744	
45 - 59 Minutes	9,089		17,273		26,756	
60 or more Minutes	11,309		18,990		28,616	
2011 Est. Avg Travel Time to Work in Minutes	28.57		27.34		27.29	
2011 Est. Tenure of Occupied Housing Units	86,188		163,645		255,112	
Owner Occupied	53,884	62.52	102,982	62.93	159,852	62.66
Renter Occupied	32,303	37.48	60,663	37.07	95,261	37.34
2011 Owner Occ. HUs: Avg. Length of Residence	14		13		14	
2011 Renter Occ. HUs: Avg. Length of Residence	6		6		6	

Pop-Facts: Demographic Snapshot 2011 Report

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Radius 3: RANCHO DEL ORO PARK AT MESA DR, OCEANSIDE, CA 92056, aggregate

Description	0.00 - 5.00 miles <i>Radius 1</i>		0.00 - 10.00 miles <i>Radius 2</i>		0.00 - 15.00 miles <i>Radius 3</i>	
		%		%		%
2011 Est. All Owner-Occupied Housing Values	53,884		102,982		159,852	
Value Less than \$20,000	359	0.67	600	0.58	1,253	0.78
Value \$20,000 - \$39,999	800	1.48	1,233	1.20	2,008	1.26
Value \$40,000 - \$59,999	879	1.63	1,456	1.41	2,071	1.30
Value \$60,000 - \$79,999	762	1.41	1,525	1.48	2,077	1.30
Value \$80,000 - \$99,999	493	0.91	1,098	1.07	1,513	0.95
Value \$100,000 - \$149,999	1,369	2.54	2,743	2.66	4,318	2.70
Value \$150,000 - \$199,999	3,935	7.30	5,629	5.47	8,169	5.11
Value \$200,000 - \$299,999	12,405	23.02	18,557	18.02	27,130	16.97
Value \$300,000 - \$399,999	13,748	25.51	22,670	22.01	32,821	20.53
Value \$400,000 - \$499,999	9,587	17.79	17,977	17.46	25,379	15.88
Value \$500,000 - \$749,999	7,622	14.15	19,172	18.62	31,785	19.88
Value \$750,000 - \$999,999	1,166	2.16	6,232	6.05	11,724	7.33
Value \$1,000,000 or more	759	1.41	4,090	3.97	9,605	6.01

2011 Est. Median All Owner-Occupied Housing Value	\$343,208		\$382,270		\$395,634	
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2011 Est. Housing Units by Units in Structure	89,246		173,660		269,183	
1 Unit Attached	11,292	12.65	21,708	12.50	29,773	11.06
1 Unit Detached	48,480	54.32	92,440	53.23	148,349	55.11
2 Units	1,230	1.38	2,938	1.69	4,858	1.80
3 or 4 Units	4,610	5.17	8,559	4.93	12,386	4.60
5 to 19 Units	10,982	12.31	21,651	12.47	31,257	11.61
20 to 49 Units	2,729	3.06	5,923	3.41	9,409	3.50
50 or More Units	5,499	6.16	9,824	5.66	16,133	5.99
Mobile Home or Trailer	4,379	4.91	10,531	6.06	16,871	6.27
Boat, RV, Van, etc.	45	0.05	86	0.05	146	0.05

2011 Est. Housing Units by Year Structure Built	89,246		173,660		269,183	
Housing Unit Built 2000 or later	7,827	8.77	24,896	14.34	37,314	13.86
Housing Unit Built 1990 to 1999	14,745	16.52	29,963	17.25	41,750	15.51
Housing Unit Built 1980 to 1989	26,763	29.99	46,029	26.51	69,427	25.79
Housing Unit Built 1970 to 1979	21,969	24.62	39,357	22.66	65,951	24.50
Housing Unit Built 1960 to 1969	10,325	11.57	17,308	9.97	27,654	10.27
Housing Unit Built 1950 to 1959	5,064	5.67	10,015	5.77	16,534	6.14
Housing Unit Built 1940 to 1949	1,477	1.65	3,368	1.94	5,563	2.07
Housing Unit Built 1939 or Earlier	1,076	1.21	2,724	1.57	4,990	1.85

2011 Est. Median Year Structure Built **	1982		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: Retail Demand

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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:

RANCHO DEL ORO PARK AT MESA DR	Latitude/Longitude	33.225889	-117.290568
OCEANSIDE, CA 92056	Radius	0.00	- 5.00

Area Name:

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

Radius Definition:

RANCHO DEL ORO PARK AT MESA DR	Latitude/Longitude	33.225889	-117.290568
OCEANSIDE, CA 92056	Radius	0.00	- 10.00

Area Name:

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

Radius Definition:

RANCHO DEL ORO PARK AT MESA DR	Latitude/Longitude	33.225889	-117.290568
OCEANSIDE, CA 92056	Radius	0.00	- 15.00

Project Information:

Site: 1

Order Number: 969987396



Prepared On: Fri May 20, 2011 Page 12 Of 12

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