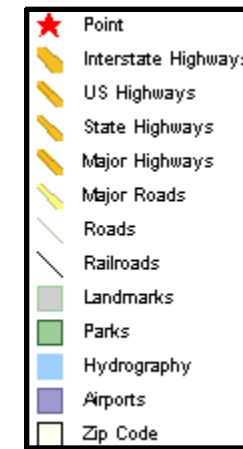
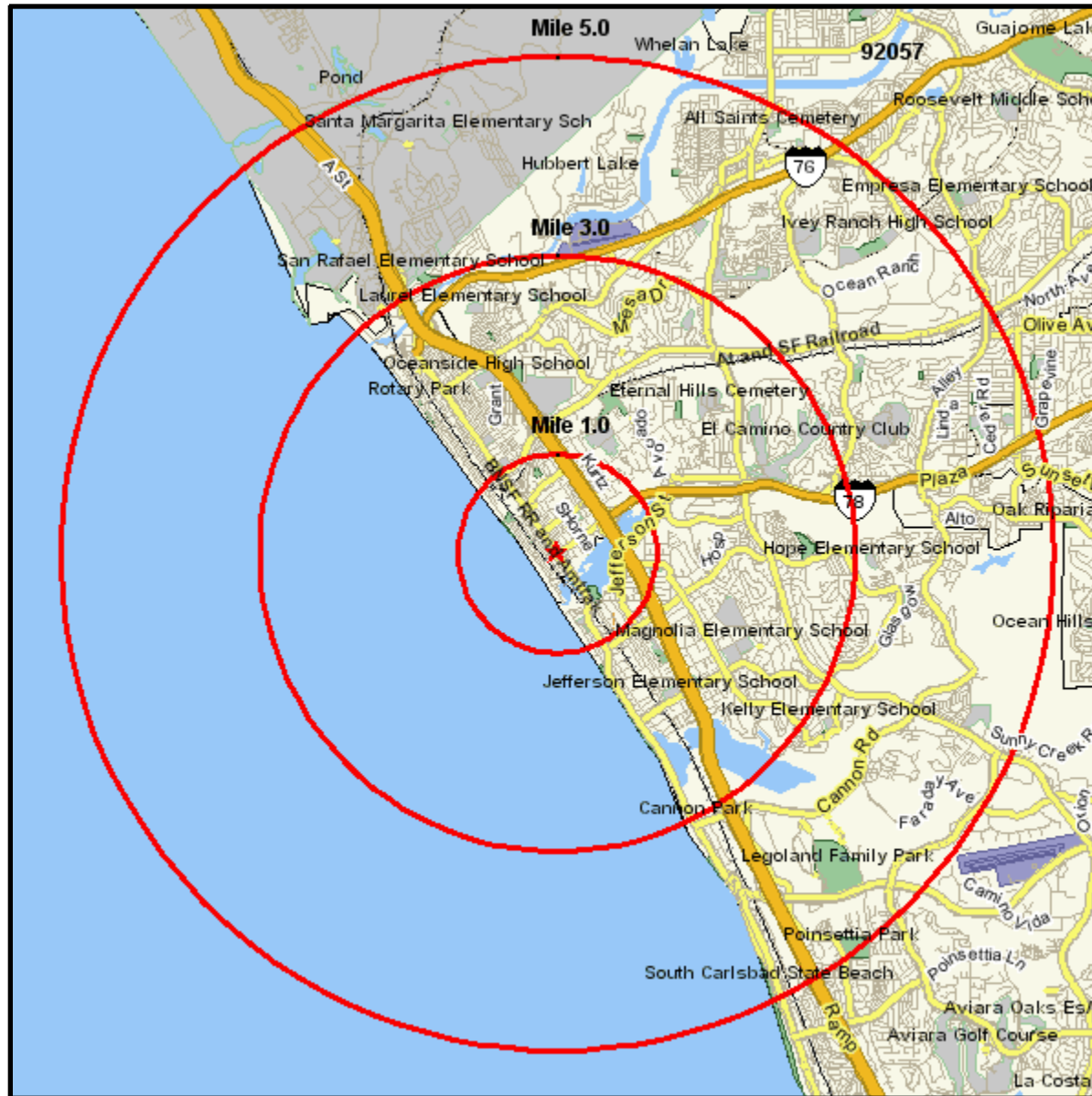


## Area Map

Prepared For:  
Project Code: S. Coast Hwy at Vista Wy

Order #: 969977800  
Site: 01

S COAST HWY AT VISTA WAY  
OCEANSIDE, CA 92054  
Coord: 33.172103, -117.359541  
Radius - See Appendix for Details



0 miles 1.11 2.21



## Area Map

Prepared For:  
Project Code: S. Coast Hwy at Vista Wy

Order #: 969977800  
Site: 01

### Appendix: Area Listing

#### Area Name:

Type: Radius 1

#### Radius Definition:

S COAST HWY AT VISTA WAY	Center Point:	33.172103	-117.359541
OCEANSIDE, CA 92054	Circle/Band:	0.00 -	1.00

#### Area Name:

Type: Radius 2

#### Radius Definition:

S COAST HWY AT VISTA WAY	Center Point:	33.172103	-117.359541
OCEANSIDE, CA 92054	Circle/Band:	0.00 -	3.00

#### Area Name:

Type: Radius 3

#### Radius Definition:

S COAST HWY AT VISTA WAY	Center Point:	33.172103	-117.359541
OCEANSIDE, CA 92054	Circle/Band:	0.00 -	5.00

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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	%
<b>Population</b>						
2016 Projection	10,294		82,025		161,079	
2011 Estimate	9,972		78,874		152,686	
2000 Census	9,988		77,509		143,038	
1990 Census	9,522		73,065		125,908	
Growth 2011-2016	3.23%		3.99%		5.50%	
Growth 2000-2011	-0.16%		1.76%		6.75%	
Growth 1990-2000	4.89%		6.08%		13.61%	

<b>2011 Est. Pop by Single Race Class</b>						
	9,972		78,874		152,686	
White Alone	7,890	79.12	55,495	70.36	103,406	67.72
Black or African American Alone	144	1.44	1,811	2.30	5,504	3.60
Amer. Indian and Alaska Native Alone	92	0.92	946	1.20	1,552	1.02
Asian Alone	221	2.22	2,269	2.88	6,687	4.38
Native Hawaiian and Other Pac. Isl. Alone	43	0.43	428	0.54	1,225	0.80
Some Other Race Alone	1,040	10.43	14,011	17.76	26,257	17.20
Two or More Races	541	5.43	3,913	4.96	8,054	5.27

<b>2011 Est. Pop Hisp or Latino by Origin</b>						
	9,972		78,874		152,686	
Not Hispanic or Latino	7,404	74.25	49,115	62.27	100,155	65.60
Hispanic or Latino:	2,567	25.74	29,759	37.73	52,530	34.40
Mexican	2,270	88.43	27,232	91.51	47,048	89.56
Puerto Rican	56	2.18	416	1.40	1,185	2.26
Cuban	19	0.74	90	0.30	192	0.37
All Other Hispanic or Latino	223	8.69	2,020	6.79	4,105	7.81

<b>2011 Est. Hisp or Latino by Single Race Class</b>						
	2,567		29,759		52,530	
White Alone	1,243	48.42	13,060	43.89	21,292	40.53
Black or African American Alone	38	1.48	271	0.91	625	1.19
American Indian and Alaska Native Alone	54	2.10	611	2.05	850	1.62
Asian Alone	23	0.90	120	0.40	205	0.39
Native Hawaiian and Other Pacific Islander Alone	4	0.16	44	0.15	104	0.20
Some Other Race Alone	1,031	40.16	13,915	46.76	26,075	49.64
Two or More Races	173	6.74	1,737	5.84	3,379	6.43

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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	%
<b>2011 Est. Pop. Asian Alone Race by Cat</b>	221		2,269		6,687	
Chinese, except Taiwanese	32	14.48	380	16.75	969	14.49
Filipino	51	23.08	617	27.19	2,400	35.89
Japanese	39	17.65	347	15.29	777	11.62
Asian Indian	18	8.14	230	10.14	601	8.99
Korean	15	6.79	195	8.59	539	8.06
Vietnamese	35	15.84	231	10.18	707	10.57
Cambodian	3	1.36	28	1.23	109	1.63
Hmong	1	0.45	6	0.26	10	0.15
Laotian	1	0.45	6	0.26	26	0.39
Thai	7	3.17	40	1.76	118	1.76
All Other Asian Races Including 2+ Category	19	8.60	189	8.33	432	6.46

<b>2011 Est. Population by Ancestry</b>	9,972		78,874		152,686	
Pop, Arab	19	0.19	148	0.19	481	0.32
Pop, Czech	36	0.36	216	0.27	365	0.24
Pop, Danish	41	0.41	301	0.38	691	0.45
Pop, Dutch	33	0.33	505	0.64	1,075	0.70
Pop, English	684	6.86	5,048	6.40	9,776	6.40
Pop, French (except Basque)	147	1.47	1,129	1.43	2,375	1.56
Pop, French Canadian	34	0.34	267	0.34	595	0.39
Pop, German	1,071	10.74	6,671	8.46	14,373	9.41
Pop, Greek	73	0.73	357	0.45	461	0.30
Pop, Hungarian	36	0.36	265	0.34	529	0.35
Pop, Irish	942	9.45	5,934	7.52	11,331	7.42
Pop, Italian	438	4.39	3,027	3.84	6,418	4.20
Pop, Lithuanian	13	0.13	54	0.07	124	0.08
Pop, United States or American	331	3.32	1,888	2.39	3,540	2.32
Pop, Norwegian	75	0.75	786	1.00	1,684	1.10
Pop, Polish	177	1.77	1,146	1.45	2,162	1.42
Pop, Portuguese	47	0.47	346	0.44	623	0.41
Pop, Russian	74	0.74	743	0.94	1,374	0.90
Pop, Scottish	129	1.29	1,145	1.45	2,171	1.42
Pop, Scotch-Irish	55	0.55	676	0.86	1,342	0.88
Pop, Slovak	1	0.01	64	0.08	157	0.10
Pop, Sub-Saharan African	6	0.06	286	0.36	524	0.34
Pop, Swedish	108	1.08	817	1.04	1,598	1.05
Pop, Swiss	14	0.14	140	0.18	200	0.13
Pop, Ukrainian	23	0.23	116	0.15	196	0.13
Pop, Welsh	21	0.21	201	0.25	479	0.31
Pop, West Indian (exc Hisp groups)	3	0.03	121	0.15	308	0.20
Pop, Other ancestries	4,536	45.49	40,805	51.73	77,598	50.82



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

Project Code: S. Coast Hwy at Vista Wy

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Est. Population by Ancestry</b>						
Pop, Ancestry Unclassified	803	8.05	5,671	7.19	10,136	6.64
<b>2011 Est. Pop Age 5+ by Language Spoken At Home</b>	9,391		72,985		140,619	
Speak Only English at Home	7,653	81.49	47,281	64.78	95,671	68.04
Speak Asian/Pac. Isl. Lang. at Home	141	1.50	1,463	2.00	4,881	3.47
Speak IndoEuropean Language at Home	170	1.81	1,657	2.27	3,909	2.78
Speak Spanish at Home	1,413	15.05	22,230	30.46	35,452	25.21
Speak Other Language at Home	13	0.14	354	0.49	706	0.50
<b>2011 Est. Population by Sex</b>	9,972		78,874		152,686	
Male	5,052	50.66	39,903	50.59	77,261	50.60
Female	4,920	49.34	38,971	49.41	75,425	49.40
<b>2011 Est. Population by Age</b>	9,972		78,874		152,686	
Age 0 - 4	581	5.83	5,889	7.47	12,067	7.90
Age 5 - 9	562	5.64	5,282	6.70	10,494	6.87
Age 10 - 14	522	5.23	4,758	6.03	9,441	6.18
Age 15 - 17	304	3.05	2,716	3.44	5,447	3.57
Age 18 - 20	328	3.29	2,965	3.76	6,891	4.51
Age 21 - 24	392	3.93	4,555	5.78	9,809	6.42
Age 25 - 34	1,516	15.20	12,749	16.16	22,623	14.82
Age 35 - 44	1,569	15.73	11,432	14.49	20,799	13.62
Age 45 - 54	1,468	14.72	10,970	13.91	19,983	13.09
Age 55 - 64	1,193	11.96	8,554	10.85	15,200	9.96
Age 65 - 74	613	6.15	4,455	5.65	9,195	6.02
Age 75 - 84	533	5.34	3,054	3.87	7,364	4.82
Age 85 and over	390	3.91	1,495	1.90	3,374	2.21
Age 16 and over	8,209	82.32	62,057	78.68	118,879	77.86
Age 18 and over	8,003	80.25	60,229	76.36	115,237	75.47
Age 21 and over	7,675	76.97	57,264	72.60	108,346	70.96
Age 65 and over	1,536	15.40	9,004	11.42	19,932	13.05
<b>2011 Est. Median Age</b>	39.97		35.46		34.81	
<b>2011 Est. Average Age</b>	40.70		36.80		36.80	

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Est. Male Population by Age</b>	5,052		39,903		77,261	
Age 0 - 4	299	5.92	2,915	7.31	6,067	7.85
Age 5 - 9	287	5.68	2,702	6.77	5,376	6.96
Age 10 - 14	276	5.46	2,470	6.19	4,853	6.28
Age 15 - 17	147	2.91	1,381	3.46	2,760	3.57
Age 18 - 20	172	3.40	1,539	3.86	4,113	5.32
Age 21 - 24	199	3.94	2,340	5.86	5,708	7.39
Age 25 - 34	847	16.77	6,694	16.78	11,797	15.27
Age 35 - 44	848	16.79	6,117	15.33	10,896	14.10
Age 45 - 54	784	15.52	5,696	14.27	10,117	13.09
Age 55 - 64	589	11.66	4,215	10.56	7,368	9.54
Age 65 - 74	281	5.56	2,034	5.10	4,005	5.18
Age 75 - 84	198	3.92	1,289	3.23	3,019	3.91
Age 85 and over	126	2.49	512	1.28	1,182	1.53
<b>2011 Est. Median Age, Male</b>	38.53		34.87		33.27	
<b>2011 Est. Average Age, Male</b>	39.00		36.00		35.40	
<b>2011 Est. Female Population by Age</b>	4,920		38,971		75,425	
Age 0 - 4	282	5.73	2,973	7.63	6,000	7.95
Age 5 - 9	275	5.59	2,580	6.62	5,118	6.79
Age 10 - 14	246	5.00	2,288	5.87	4,588	6.08
Age 15 - 17	158	3.21	1,336	3.43	2,686	3.56
Age 18 - 20	156	3.17	1,426	3.66	2,777	3.68
Age 21 - 24	193	3.92	2,216	5.69	4,102	5.44
Age 25 - 34	670	13.62	6,055	15.54	10,827	14.35
Age 35 - 44	721	14.65	5,315	13.64	9,903	13.13
Age 45 - 54	685	13.92	5,274	13.53	9,866	13.08
Age 55 - 64	604	12.28	4,339	11.13	7,832	10.38
Age 65 - 74	332	6.75	2,421	6.21	5,190	6.88
Age 75 - 84	335	6.81	1,765	4.53	4,345	5.76
Age 85 and over	264	5.37	983	2.52	2,191	2.90
<b>2011 Est. Median Age, Female</b>	41.66		36.15		36.63	
<b>2011 Est. Average Age, Female</b>	42.50		37.70		38.30	

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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	%
<b>2011 Est. Pop Age 15+ by Marital Status</b>	8,307		62,946		120,684	
Total, Never Married	2,903	34.95	22,406	35.60	39,446	32.69
Males, Never Married	1,751	21.08	12,987	20.63	23,560	19.52
Females, Never Married	1,152	13.87	9,419	14.96	15,886	13.16
Married, Spouse present	2,865	34.49	25,485	40.49	53,341	44.20
Married, Spouse absent	480	5.78	3,463	5.50	6,260	5.19
Widowed	634	7.63	3,327	5.29	7,446	6.17
Males Widowed	162	1.95	818	1.30	1,715	1.42
Females Widowed	472	5.68	2,508	3.98	5,731	4.75
Divorced	1,424	17.14	8,265	13.13	14,190	11.76
Males Divorced	581	6.99	3,625	5.76	6,013	4.98
Females Divorced	843	10.15	4,640	7.37	8,178	6.78
<b>2011 Est. Pop. Age 25+ by Edu. Attainment</b>	7,283		52,709		98,537	
Less than 9th grade	318	4.37	5,641	10.70	7,996	8.11
Some High School, no diploma	518	7.11	3,955	7.50	6,660	6.76
High School Graduate (or GED)	1,597	21.93	10,357	19.65	20,739	21.05
Some College, no degree	1,867	25.64	12,405	23.53	25,029	25.40
Associate Degree	621	8.53	4,222	8.01	8,306	8.43
Bachelor's Degree	1,476	20.27	10,547	20.01	19,501	19.79
Master's Degree	583	8.00	3,601	6.83	6,809	6.91
Professional School Degree	135	1.85	1,292	2.45	2,177	2.21
Doctorate Degree	169	2.32	689	1.31	1,319	1.34
<b>2011 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	1,508		15,548		26,905	
Less than 9th grade	290	19.23	5,448	35.04	7,648	28.43
Some High School, no diploma	165	10.94	2,411	15.51	4,032	14.99
High School Graduate (or GED)	291	19.30	2,925	18.81	5,628	20.92
Some College, no degree	309	20.49	2,212	14.23	4,997	18.57
Associate Degree	78	5.17	780	5.02	1,396	5.19
Bachelor's Degree	222	14.72	1,207	7.76	2,138	7.95
Graduate or Professional Degree	154	10.21	565	3.63	1,066	3.96

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>Households</b>						
2016 Projection	4,369		31,190		58,708	
2011 Estimate	4,215		29,737		55,301	
2000 Census	4,273		29,261		52,035	
1990 Census	4,108		27,178		45,868	
Growth 2011-2016	3.65%		4.89%		6.16%	
Growth 2000-2011	-1.36%		1.63%		6.28%	
Growth 1990-2000	4.02%		7.66%		13.45%	
<b>2011 Est. Households by Household Type</b>	4,215		29,737		55,301	
Family Households	2,167	51.41	18,049	60.70	35,730	64.61
Nonfamily Households	2,048	48.59	11,688	39.30	19,570	35.39
<b>2011 Est. Group Quarters Population</b>	366		952		4,881	
<b>2011 HHs by Ethnicity, Hispanic/Latino</b>	715	16.96	7,211	24.25	12,474	22.56
<b>2011 Est. HHs by HH Income</b>	4,215		29,737		55,301	
Income Less than \$15,000	462	10.96	3,092	10.40	5,040	9.11
Income \$15,000 - \$24,999	432	10.25	3,132	10.53	5,285	9.56
Income \$25,000 - \$34,999	491	11.65	3,257	10.95	5,980	10.81
Income \$35,000 - \$49,999	684	16.23	4,552	15.31	8,704	15.74
Income \$50,000 - \$74,999	797	18.91	5,703	19.18	11,185	20.23
Income \$75,000 - \$99,999	517	12.27	3,854	12.96	7,325	13.25
Income \$100,000 - \$124,999	287	6.81	2,436	8.19	4,661	8.43
Income \$125,000 - \$149,999	206	4.89	1,341	4.51	2,577	4.66
Income \$150,000 - \$199,999	200	4.74	1,213	4.08	2,373	4.29
Income \$200,000 - \$499,999	126	2.99	985	3.31	1,836	3.32
Income \$500,000 and more	14	0.33	173	0.58	335	0.61
<b>2011 Est. Average Household Income</b>	\$69,177		\$71,461		\$73,231	
<b>2011 Est. Median Household Income</b>	\$51,237		\$53,666		\$55,905	
<b>2011 Est. Per Capita Income</b>	\$30,199		\$27,437		\$27,301	





# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Median HH Inc by Single Race Class. or Ethn</b>						
White Alone	51,672		57,791		58,735	
Black or African American Alone	56,500		40,779		47,996	
American Indian and Alaska Native Alone	40,357		40,510		50,223	
Asian Alone	52,717		54,041		59,133	
Native Hawaiian and Other Pacific Islander Alone	45,000		61,250		67,208	
Some Other Race Alone	42,742		40,146		45,114	
Two or More Races	57,500		44,530		49,324	
Hispanic or Latino	44,320		41,085		45,091	
Not Hispanic or Latino	53,028		59,413		60,073	
<b>2011 Est. Family HH Type, Presence Own Children</b>						
	2,167		18,049		35,730	
Married-Couple Family, own children	541	24.97	5,418	30.02	11,614	32.50
Married-Couple Family, no own children	926	42.73	7,457	41.32	15,174	42.47
Male Householder, own children	122	5.63	834	4.62	1,410	3.95
Male Householder, no own children	139	6.41	903	5.00	1,421	3.98
Female Householder, own children	228	10.52	1,981	10.98	3,510	9.82
Female Householder, no own children	211	9.74	1,457	8.07	2,602	7.28
<b>2011 Est. Households by Household Size</b>						
	4,215		29,737		55,301	
1-person household	1,487	35.28	8,487	28.54	14,424	26.08
2-person household	1,416	33.59	9,787	32.91	18,347	33.18
3-person household	607	14.40	4,369	14.69	8,559	15.48
4-person household	373	8.85	3,277	11.02	6,791	12.28
5-person household	186	4.41	1,823	6.13	3,637	6.58
6-person household	73	1.73	899	3.02	1,712	3.10
7 or more person household	74	1.76	1,095	3.68	1,832	3.31
<b>2011 Est. Average Household Size</b>						
	2.28		2.62		2.67	

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Est. Households by Presence of People</b>	4,215		29,737		55,301	
<b>Households with 1 or more People under Age 18:</b>	982	23.30	9,012	30.31	17,854	32.29
Married-Couple Family	574	58.45	5,677	62.99	12,081	67.67
Other Family, Male Householder	134	13.65	983	10.91	1,645	9.21
Other Family, Female Householder	261	26.58	2,265	25.13	3,989	22.34
Nonfamily, Male Householder	10	1.02	76	0.84	119	0.67
Nonfamily, Female Householder	3	0.31	10	0.11	20	0.11
<b>Households no People under Age 18:</b>	3,233	76.70	20,726	69.70	37,447	67.71
Married-Couple Family	873	27.00	7,015	33.85	14,368	38.37
Other Family, Male Householder	124	3.84	732	3.53	1,160	3.10
Other Family, Female Householder	174	5.38	1,131	5.46	2,050	5.47
Nonfamily, Male Householder	1,050	32.48	5,980	28.85	9,100	24.30
Nonfamily, Female Householder	1,012	31.30	5,867	28.31	10,768	28.76
<b>2011 Est. Households by Number of Vehicles</b>	4,215		29,737		55,301	
No Vehicles	280	6.64	2,088	7.02	3,056	5.53
1 Vehicle	1,631	38.70	11,012	37.03	20,310	36.73
2 Vehicles	1,600	37.96	11,109	37.36	21,752	39.33
3 Vehicles	591	14.02	3,741	12.58	7,209	13.04
4 Vehicles	80	1.90	1,296	4.36	2,143	3.88
5 or more Vehicles	33	0.78	492	1.65	830	1.50
<b>2011 Est. Average Number of Vehicles</b>	1.69		1.77		1.79	
<b>Family Households</b>						
2016 Projection	2,246		18,951		38,019	
2011 Estimate	2,167		18,049		35,730	
2000 Census	2,217		17,805		33,482	
1990 Census	2,282		17,879		31,319	
Growth 2011-2016	3.65%		5.00%		6.41%	
Growth 2000-2011	-2.26%		1.37%		6.71%	
Growth 1990-2000	-2.85%		-0.41%		6.91%	
<b>2011 Est. Families by Poverty Status</b>	2,167		18,049		35,730	
2011 Families at or Above Poverty	1,974	91.09	16,181	89.65	32,869	91.99
2011 Families at or Above Poverty with Children	811	37.43	7,304	40.47	15,226	42.61
2011 Families Below Poverty	193	8.91	1,868	10.35	2,861	8.01
2011 Families Below Poverty with Children	137	6.32	1,604	8.89	2,431	6.80



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

Project Code: S. Coast Hwy at Vista Wy

Prepared For:

Prepared By:

Nielsen Solution Center 1 800 866 6511

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# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Est. Pop Age 16+ by Employment Status</b>	8,209		62,057		118,879	
In Armed Forces	121	1.47	1,236	1.99	6,669	5.61
Civilian - Employed	4,980	60.67	37,518	60.46	66,350	55.81
Civilian - Unemployed	384	4.68	3,098	4.99	5,163	4.34
Not in Labor Force	2,724	33.18	20,203	32.56	40,697	34.23
<b>2011 Est. Civ Employed Pop 16+ Class of Worker</b>	4,963		37,343		65,732	
For-Profit Private Workers	3,546	71.45	27,324	73.17	47,714	72.59
Non-Profit Private Workers	305	6.15	1,842	4.93	3,412	5.19
Local Government Workers	283	5.70	2,495	6.68	4,314	6.56
State Government Workers	168	3.39	1,109	2.97	1,880	2.86
Federal Government Workers	98	1.97	751	2.01	2,174	3.31
Self-Emp Workers	625	12.59	4,962	13.29	7,922	12.05
Unpaid Family Workers	26	0.52	112	0.30	148	0.23
<b>2011 Est. Civ Employed Pop 16+ by Occupation</b>	4,963		37,343		65,732	
Architect/Engineer	109	2.20	671	1.80	1,394	2.12
Arts/Entertain/Sports	171	3.45	955	2.56	1,668	2.54
Building Grounds Maint	258	5.20	2,260	6.05	3,305	5.03
Business/Financial Ops	318	6.41	1,915	5.13	3,498	5.32
Community/Soc Svcs	50	1.01	419	1.12	760	1.16
Computer/Mathematical	115	2.32	872	2.34	1,717	2.61
Construction/Extraction	323	6.51	2,303	6.17	3,676	5.59
Edu/Training/Library	261	5.26	2,179	5.84	3,711	5.65
Farm/Fish/Forestry	23	0.46	376	1.01	486	0.74
Food Prep/Serving	475	9.57	3,021	8.09	4,334	6.59
Health Practitioner/Tec	226	4.55	1,445	3.87	2,839	4.32
Healthcare Support	105	2.12	579	1.55	1,108	1.69
Maintenance Repair	154	3.10	998	2.67	1,721	2.62
Legal	36	0.73	339	0.91	631	0.96
Life/Phys/Soc Science	45	0.91	419	1.12	751	1.14
Management	498	10.03	3,736	10.00	6,841	10.41
Office/Admin Support	578	11.65	4,109	11.00	8,123	12.36
Production	181	3.65	2,076	5.56	3,700	5.63
Protective Svcs	68	1.37	714	1.91	1,429	2.17
Sales/Related	525	10.58	4,855	13.00	8,529	12.98
Personal Care/Svc	259	5.22	1,615	4.32	2,949	4.49
Transportation/Moving	187	3.77	1,487	3.98	2,559	3.89

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Est. Pop 16+ by Occupation Classification</b>	4,963		37,343		65,732	
Blue Collar	845	17.03	6,864	18.38	11,656	17.73
White Collar	2,931	59.06	21,914	58.68	40,463	61.56
Service and Farm	1,188	23.94	8,564	22.93	13,613	20.71
<b>2011 Est. Workers Age 16+, Transp. To Work</b>	4,998		38,157		71,695	
Drove Alone	3,746	74.95	27,616	72.37	51,548	71.90
Car Pooled	448	8.96	4,836	12.67	8,763	12.22
Public Transportation	196	3.92	1,630	4.27	2,625	3.66
Walked	110	2.20	859	2.25	2,702	3.77
Bicycle	66	1.32	222	0.58	338	0.47
Other Means	51	1.02	545	1.43	983	1.37
Worked at Home	381	7.62	2,449	6.42	4,737	6.61
<b>2011 Est. Workers Age 16+ by Travel Time to Work *</b>						
Less than 15 Minutes	1,618		10,594		19,321	
15 - 29 Minutes	1,669		13,704		26,208	
30 - 44 Minutes	827		6,532		11,804	
45 - 59 Minutes	358		2,544		5,068	
60 or more Minutes	250		3,016		5,893	
<b>2011 Est. Avg Travel Time to Work in Minutes</b>	23.62		26.19		26.45	
<b>2011 Est. Tenure of Occupied Housing Units</b>	4,215		29,737		55,301	
Owner Occupied	1,914	45.41	13,213	44.43	29,548	53.43
Renter Occupied	2,300	54.57	16,525	55.57	25,753	46.57
<b>2011 Owner Occ. HUs: Avg. Length of Residence</b>	16		15		14	
<b>2011 Renter Occ. HUs: Avg. Length of Residence</b>	7		7		7	

# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

Radius 1: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 2: S COAST HWY AT VISTA WAY, OCEANSIDE, CA 92054, aggregate

Radius 3: S COAST HWY AT VISTA WAY, 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>	
		%		%		%
<b>2011 Est. All Owner-Occupied Housing Values</b>	1,914		13,213		29,548	
Value Less than \$20,000	37	1.93	106	0.80	184	0.62
Value \$20,000 - \$39,999	59	3.08	160	1.21	456	1.54
Value \$40,000 - \$59,999	57	2.98	112	0.85	569	1.93
Value \$60,000 - \$79,999	175	9.14	247	1.87	564	1.91
Value \$80,000 - \$99,999	78	4.08	135	1.02	405	1.37
Value \$100,000 - \$149,999	57	2.98	158	1.20	766	2.59
Value \$150,000 - \$199,999	33	1.72	421	3.19	2,142	7.25
Value \$200,000 - \$299,999	152	7.94	1,972	14.92	5,769	19.52
Value \$300,000 - \$399,999	365	19.07	2,788	21.10	6,392	21.63
Value \$400,000 - \$499,999	378	19.75	2,525	19.11	4,674	15.82
Value \$500,000 - \$749,999	291	15.20	2,987	22.61	4,947	16.74
Value \$750,000 - \$999,999	81	4.23	910	6.89	1,722	5.83
Value \$1,000,000 or more	151	7.89	691	5.23	957	3.24
<b>2011 Est. Median All Owner-Occupied Housing Value</b>	\$384,563		\$420,091		\$361,301	
<b>2011 Est. Housing Units by Units in Structure</b>	4,649		32,393		59,412	
1 Unit Attached	249	5.36	2,477	7.65	7,574	12.75
1 Unit Detached	2,005	43.13	13,848	42.75	26,050	43.85
2 Units	197	4.24	928	2.86	1,245	2.10
3 or 4 Units	370	7.96	2,577	7.96	4,098	6.90
5 to 19 Units	835	17.96	6,266	19.34	9,388	15.80
20 to 49 Units	440	9.46	2,511	7.75	3,040	5.12
50 or More Units	114	2.45	2,851	8.80	4,316	7.26
Mobile Home or Trailer	426	9.16	904	2.79	3,665	6.17
Boat, RV, Van, etc.	13	0.28	31	0.10	36	0.06
<b>2011 Est. Housing Units by Year Structure Built</b>	4,649		32,393		59,412	
Housing Unit Built 2000 or later	191	4.11	1,674	5.17	5,493	9.25
Housing Unit Built 1990 to 1999	220	4.73	2,589	7.99	7,116	11.98
Housing Unit Built 1980 to 1989	749	16.11	6,784	20.94	13,311	22.40
Housing Unit Built 1970 to 1979	873	18.78	8,633	26.65	16,562	27.88
Housing Unit Built 1960 to 1969	973	20.93	5,506	17.00	8,507	14.32
Housing Unit Built 1950 to 1959	980	21.08	4,111	12.69	5,033	8.47
Housing Unit Built 1940 to 1949	492	10.58	1,641	5.07	1,797	3.02
Housing Unit Built 1939 or Earlier	171	3.68	1,455	4.49	1,592	2.68
<b>2011 Est. Median Year Structure Built **</b>	1967		1974		1978	

\*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: S. Coast Hwy at Vista Way

Prepared For:

Prepared By:

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# Pop-Facts: Demographic Snapshot 2011 Report

## S. Coast Hwy at Vista Way

### Appendix: Area Listing

#### Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

S COAST HWY AT VISTA WAY  
OCEANSIDE, CA 92054

Latitude/Longitude 33.172103 -117.359541  
Radius 0.00 - 1.00

#### Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

S COAST HWY AT VISTA WAY  
OCEANSIDE, CA 92054

Latitude/Longitude 33.172103 -117.359541  
Radius 0.00 - 3.00

#### Area Name:

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

S COAST HWY AT VISTA WAY  
OCEANSIDE, CA 92054

Latitude/Longitude 33.172103 -117.359541  
Radius 0.00 - 5.00

#### Project Information:

Site: 1

Order Number: 969977800