



Demographic and Socioeconomic Profile 2010

UNIFIED: Oceanside

Population by Race

	Population	Percent
Total Population	134,917	100%
White	63,721	47%
Hispanic	49,604	37%
Asian	7,737	6%
Black	6,671	5%
Two or More	4,670	3%
Pacific Islander	1,655	1%
American Indian	587	<1%
Other	272	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	134,917	70,571	64,346	48%
Under 5	10,832	5,463	5,369	50%
5 to 9	8,801	4,547	4,254	48%
10 to 14	8,053	4,175	3,878	48%
15 to 17	5,048	2,620	2,428	48%
18 and 19	5,166	3,180	1,986	38%
20 to 24	17,534	11,416	6,118	35%
25 to 29	11,970	6,557	5,413	45%
30 to 34	9,310	4,724	4,586	49%
35 to 39	8,421	4,242	4,179	50%
40 to 44	7,992	4,029	3,963	50%
45 to 49	8,263	4,267	3,996	48%
50 to 54	7,877	3,864	4,013	51%
55 to 59	6,566	3,151	3,415	52%
60 and 61	2,303	1,119	1,184	51%
62 to 64	3,010	1,373	1,637	54%
65 to 69	3,885	1,719	2,166	56%
70 to 74	3,030	1,311	1,719	57%
75 to 79	2,677	1,176	1,501	56%
80 to 84	2,202	892	1,310	59%
85 and Older	1,977	746	1,231	62%
Under 18	32,734	16,805	15,929	49%
65 and older	13,771	5,844	7,927	58%
Median	30.0	28.0	33.0	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	107,231	100%
Never Married	35,604	33%
Married, excluding separated	52,746	49%
Separated	2,118	2%
Widowed	4,712	4%
Divorced	12,051	11%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B12001

Pop. by Household / Group Quarters Status

	Number	Percent
Total population	134,917	100%
Household	129,510	96%
Group Quarters - Military	4,694	3%
Group Quarters - Other	713	1%
Group Quarters - College	0	0%

Source: SANDAG, Current Estimates (2010)

Population by Age and Race

	Total	Hispanic	White	Black	American Indian	Asian	Pacific Islander	Other	Two or More
Total Pop.	134,917	49,604	63,721	6,671	587	7,737	1,655	272	4,670
Under 5	10,832	5,388	3,697	385	40	347	147	33	795
5 to 9	8,801	4,748	2,596	353	34	328	102	18	622
10 to 14	8,053	4,456	2,227	434	19	325	104	20	468
15 to 17	5,048	2,739	1,377	314	11	226	87	13	281
18 and 19	5,166	2,185	2,202	300	16	195	69	8	191
20 to 24	17,534	5,806	9,219	890	136	709	205	47	522
25 to 29	11,970	4,513	5,566	640	59	634	132	22	404
30 to 34	9,310	3,770	4,094	432	36	554	119	10	295
35 to 39	8,421	3,445	3,523	425	30	642	121	24	211
40 to 44	7,992	3,168	3,439	416	29	619	119	18	184
45 to 49	8,263	2,787	3,977	585	30	560	112	14	198
50 to 54	7,877	2,155	4,356	502	34	588	99	7	136
55 to 59	6,566	1,441	4,010	338	34	548	71	19	105
60 and 61	2,303	414	1,523	90	15	190	31	2	38
62 to 64	3,010	514	2,066	104	10	241	28	4	43
65 to 69	3,885	686	2,611	164	23	315	25	5	56
70 to 74	3,030	521	1,990	134	11	276	40	4	54
75 to 79	2,677	420	1,867	89	8	232	22	3	36
80 to 84	2,202	265	1,723	42	8	131	14	0	19
85 and Older	1,977	183	1,658	34	4	77	8	1	12
Under 18	32,734	17,331	9,897	1,486	104	1,226	440	84	2,166
65 and older	13,771	2,075	9,849	463	54	1,031	109	13	177
Median		24.6	36.3	30.2	28.2	39.3	29.3	24.7	19.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	124,085	100%
Speak Only English	80,096	65%
Speak Spanish:	34,940	28%
Speak English "well" or "very well"	23,406	19%
Speak English "not well" or "not at all"	11,534	9%
Speak Asian/Pacific Island language:	5,908	5%
Speak English "well" or "very well"	5,021	4%
Speak English "not well" or "not at all"	887	1%
Speak other language:	3,141	2%
Speak English "well" or "very well"	3,024	2%
Speak English "not well" or "not at all"	117	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

Educational Attainment

	Number	Percent
Total population age 25 and older	79,483	100%
Less than 9th grade	8,123	10%
9th through 12th grade, no diploma	6,634	8%
High school grad (incl. equivalency)	18,639	23%
Some college, no degree	20,979	26%
Associate degree	7,134	9%
Bachelor's degree	12,330	16%
Master's degree	3,912	5%
Professional school degree	1,104	1%
Doctorate degree	628	1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B15002

School Enrollment

	Total		Public School		Private School	
	Number	Percent	Number	Percent	Number	Percent
Total population age 3 and older	128,088	100%	---	---	---	---
Enrolled in school	34,575	27%	31,120	24%	3,455	3%
Nursery / Preschool	1,644	5%	1,022	3%	622	18%
Kindergarten to grade 4	9,430	27%	8,976	29%	454	13%
Grade 5 to grade 8	5,891	17%	5,623	18%	268	8%
Grade 9 to grade 12	7,479	22%	7,095	23%	384	11%
College, undergraduate	8,991	26%	7,697	25%	1,294	37%
Graduate or Professional school	1,140	3%	707	2%	433	13%
Not enrolled in school	93,513	73%	---	---	---	---

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B14002

Households by Type and Presence of Children Under 18

	Total		With Persons Under 18		Without Persons Under 18	
	Number	Percent	Number	Percent	Number	Percent
Total households	45,571	100%	17,021	100%	28,550	100%
Family Households:	31,598	69%	16,929	99%	14,669	51%
Married couple family	23,487	52%	11,556	68%	11,931	42%
Other family:	8,111	18%	5,373	32%	2,738	10%
Male householder, no wife	2,232	5%	1,306	8%	926	3%
Female householder, no husband	5,879	13%	4,067	24%	1,812	6%
Nonfamily households:	13,973	31%	92	1%	13,881	49%
Householder living alone	10,515	23%	----	----	----	----
Other nonfamily households	3,458	8%	----	----	----	----

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B11005

Housing Units by Type

	Number	Percent	Occupied	Unoccupied	Vacancy Rate	Persons per Household
Total Housing Units	51,298	100%	45,571	5,727	11%	2.84
Single family (detached)	20,010	39%	18,323	1,687	8%	3.05
Single family (attached)	10,614	21%	8,907	1,707	16%	2.95
2 to 4 units	4,874	10%	4,466	408	8%	2.63
5 to 9 units	4,650	9%	4,226	424	9%	2.57
10 or more units	7,963	16%	6,928	1,035	13%	2.54
Mobile home and Other	3,187	6%	2,721	466	15%	2.64

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25024

Housing Value

	Number	Percent
Total Owner-Occupied Units	22,783	100%
Less than \$150,000	2,260	10%
\$150,000 to \$199,999	956	4%
\$200,000 to \$249,999	1,730	8%
\$250,000 to \$299,999	1,714	8%
\$300,000 to \$399,999	4,386	19%
\$400,000 to \$499,999	4,304	19%
\$500,000 to \$749,999	5,936	26%
\$750,000 to \$999,999	1,023	4%
\$1,000,000 or more	474	2%

Median Value **\$408,037**

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

Year Structure Built

	Number	Percent
Total Housing units	51,298	100%
2005 or Later	1,874	4%
2000 to 2004	4,501	9%
1990 to 1999	7,991	16%
1980 to 1989	11,542	22%
1970 to 1979	12,761	25%
1960 to 1969	6,394	12%
1950 to 1959	3,905	8%
1940 to 1949	1,526	3%
1939 or earlier	804	2%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25034

Housing Units by Tenure and Occupants per Room

	Total		Renter Occupied		Owner Occupied	
	Number	Percent	Number	Percent	Number	Percent
Total occupied housing units	45,571	100%	22,788	100%	22,783	100%
1.00 occupant housing per room or less	42,562	93%	20,561	90%	22,001	97%
1.01 to 1.50 occupants per room	2,021	4%	1,453	6%	568	2%
1.51 to 2.00 occupants per room	651	1%	485	2%	166	1%
2.01 or more occupants per room	337	1%	289	1%	48	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25014

Contract Rent

Renter Occupied Housing Units	Number	Percent
Total Units	22,788	100%
Less than \$500	992	4%
\$500 to \$599	430	2%
\$600 to \$699	317	1%
\$700 to \$799	1,001	4%
\$800 to \$899	1,473	6%
\$900 to \$999	1,645	7%
\$1,000 to \$1,249	5,046	22%
\$1,250 to \$1,499	5,038	22%
\$1,500 to \$1,999	4,519	20%
\$2,000 or more	1,634	7%
No cash rent	693	3%
Median contract rent	\$1,275	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25056

Gross Rent as a Percentage of Household Income

Renter Occupied Housing Units	Number	Percent
Total Units	22,788	100%
Less than 20 percent	3,074	13%
20.0 to 24.9 percent	2,285	10%
25.0 to 29.9 percent	3,202	14%
30.0 to 34.9 percent	2,422	11%
35.0 to 39.9 percent	1,955	9%
40.0 to 49.9 percent	3,021	13%
50.0 percent or more	5,675	25%
Not computed	1,154	5%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25070

Vehicle Availability

Occupied Housing Units	Number	Percent
Total Availability	45,571	100%
No vehicle	2,595	6%
1 vehicle	15,820	35%
2 vehicles	18,454	40%
3 vehicles	6,294	14%
4 or more vehicles	2,408	5%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25044

Place of Work

Workers age 16 and older	Number	Percent
Total Workers	67,373	100%
Worked in state of residence	67,044	100%
Worked in county of residence	62,224	92%
Worked outside county of residence	4,820	7%
Worked outside state of residence	329	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08007

Employment Status

	Male		Female	
	Total	Percent	Number	Percent
Population age 16 and older	105,586	100%	55,525	53%
In labor force	73,209	69%	44,287	60%
Armed forces	12,152	17%	11,531	95%
Civilian (employed)	54,897	75%	29,678	54%
Civilian (unemployed)	6,160	8%	3,078	50%
Not in labor force	32,377	31%	11,238	35%
Pct. of civilian labor force unemployed	10.1%		9.4%	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B23025

Means of Transportation to Work

Workers age 16 and older	Number	Percent
Total Workers	67,373	100%
Car, truck or van:	55,597	83%
Drove Alone	46,509	69%
Carpooled	9,088	13%
Public Transportation:	3,073	5%
Bus	2,086	3%
Trolley / Streetcar	0	0%
Railroad	962	1%
Other public transportation	25	<1%
Motorcycle	446	1%
Bicycle	292	<1%
Walked	4,157	6%
Other means	469	1%
Worked at home	3,339	5%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08301

Travel Time to Work

Workers age 16 and older	Number	Percent
Total Workers	67,373	100%
Did not work at home	64,034	95%
Less than 10 minutes	9,695	14%
10 to 19 minutes	17,622	26%
20 to 29 minutes	13,986	21%
30 to 44 minutes	11,752	17%
45 to 59 minutes	4,618	7%
60 to 89 minutes	4,615	7%
90 minutes or more	1,746	3%
Worked at home	3,339	5%
Average time to work (minutes)	30	--

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08303

Industry

Employed civilian population age 16 and older	Number	Percent
Total employed civilian age 16+	55,594	100%
Agriculture, forestry, mining	704	1%
Utilities	648	1%
Construction	4,322	8%
Manufacturing	6,090	11%
Wholesale trade	1,391	3%
Retail trade	7,324	13%
Transportation & warehousing	1,817	3%
Information & communications	1,036	2%
Finance, insurance, & real estate	2,883	5%
Professional, scientific, management, administration	3,601	6%
Educational, social, & health services	9,099	16%
Art, entertainment, recreation, accommodations, food	6,476	12%
Other services	3,556	6%
Public administration	6,647	12%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24030

Occupation

Employed civilian population age 16 and older

Number Percent

Total employed civilian age 16+	55,594	100%
Management, professional & related:	16,311	29%
Management (incl. farm managers)	4,940	9%
Business & financial	2,760	5%
Computer & mathematical	995	2%
Architecture & engineering	1,093	2%
Life, physical & social science	376	1%
Community & social service	603	1%
Legal	425	1%
Education, training, & library	2,598	5%
Art, entertainment, sports & media	1,085	2%
Healthcare practitioners	1,436	3%
Service:	11,900	21%
Healthcare support	1,134	2%
Protective service	1,517	3%
Food preparation & serving	3,300	6%
Building & grounds cleaning / maintenance	3,137	6%
Personal care & service	2,812	5%
Sales & office	14,393	26%
Farming, fishing & forestry	592	1%
Construction, extraction & maintenance	5,924	11%
Production, transport & material moving	6,474	12%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24010

Household Income

Number Percent

Total Households	45,571	100%
Less than \$15,000	4,027	9%
\$15,000 to \$29,999	6,567	14%
\$30,000 to \$44,999	6,803	15%
\$45,000 to \$59,999	6,260	14%
\$60,000 to \$74,999	5,572	12%
\$75,000 to \$99,999	6,469	14%
\$100,000 to \$124,999	3,939	9%
\$125,000 to \$149,999	2,574	6%
\$150,000 to \$199,999	2,048	4%
\$200,000 or more	1,312	3%
Median Income	\$57,912	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	45,571	100%
With earnings	37,239	82%
With wage and salary income	35,797	79%
With self-employment income	5,398	12%
With interest, dividend, or net rental income	10,788	24%
With Social Security income	10,769	24%
With Supplemental Security income	1,329	3%
With public assistance income	1,037	2%
With retirement income	7,189	16%
With other types of income	8,052	18%

Note: "Earnings" is the sum of households with wage and salary income and/or self-employment income. Also, a household may have more than one income. Therefore, subsets will not sum to the total.

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B19051 - B19060

Ratio of Income to Poverty Level

Population for whom poverty status is determined

	Number	Percent
Total	127,094	100%
Under .50	6,006	5%
.50 to .99	8,551	7%
1.00 to 1.24	5,937	5%
1.25 to 1.49	6,434	5%
1.50 to 1.84	9,743	8%
1.85 to 1.99	3,525	3%
2.00 and over	86,898	68%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C17002

Poverty Status

Population for whom poverty status is determined

	Number	Percent
Total	127,094	100%
Above Poverty	112,537	89%
Below Poverty	14,557	11%

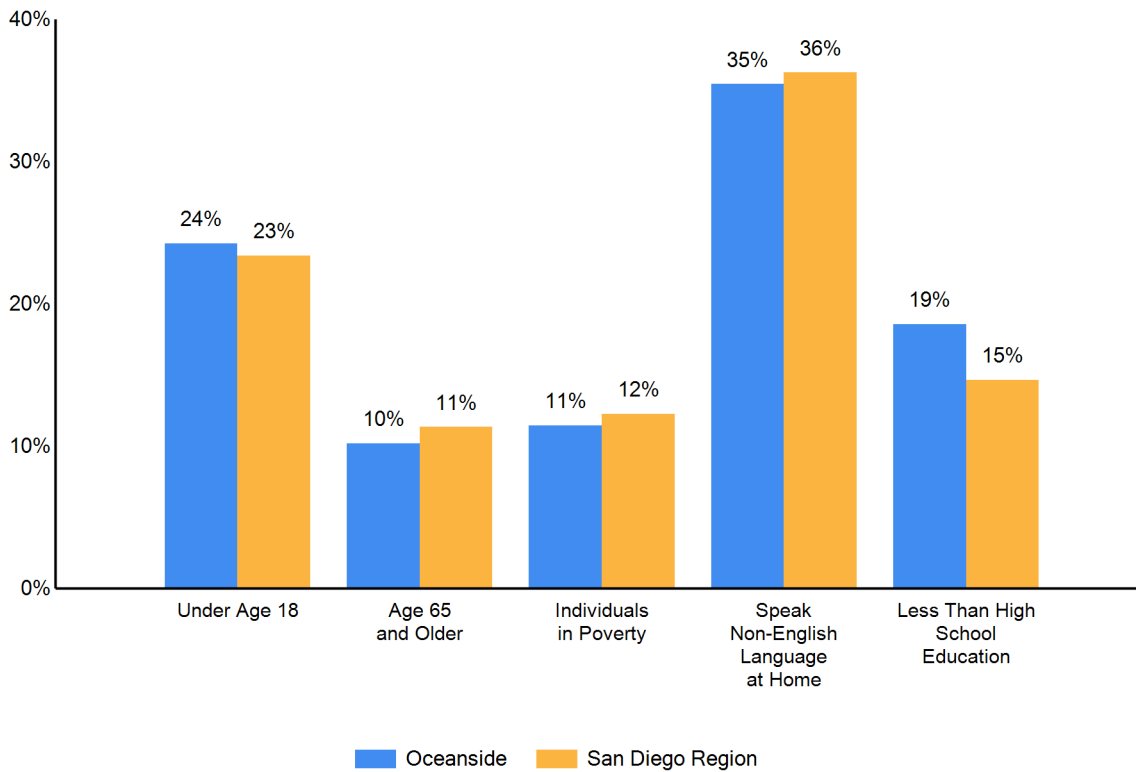
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
Total Families	31,598	16,929	14,669	28,653	14,582	14,071	2,945	2,347	598
Married couple family	23,487	11,556	11,931	22,281	10,764	11,517	1,206	792	414
Male householder, no wife present	2,232	1,306	926	2,107	1,191	916	125	115	10
Female householder, no husband present	5,879	4,067	1,812	4,265	2,627	1,638	1,614	1,440	174

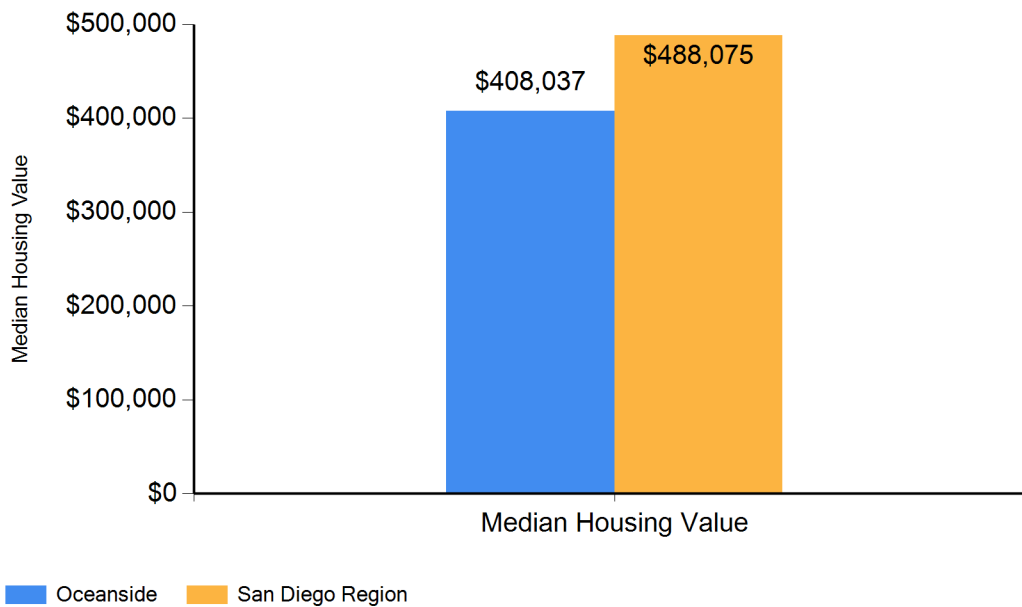
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Demographic and Socioeconomic Characteristics



Source: SANDAG, Current Estimates (2010) and constructed from U.S. Census Bureau's American Community survey 2010 5 - year file

Median Housing Value



Source: SANDAG, Constructed from U.S. Census Bureau's American Community survey 2010 5 - year file, Table B25075