

Highlights



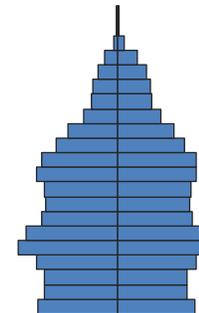
**Population Growth:** The total population in Oceanside increased by 4% over the past decade to 167,000, while California grew by 10% overall. The greatest growth occurred among Hispanics (11,000). Despite the overall growth, the population declined for white, non-Hispanics (-5,000) and blacks (-2,000).

**Diversity:** The population mix has shifted over the last ten years, with the Hispanic share increasing from 30% to 36%, while the white, non-Hispanic share fell from 54% to 48% of total. Racial and ethnic composition vary substantially by age—young people are majority Hispanic at 52%, while people age 65+ are majority white, non-Hispanic at 74%.

**Age Structure:** Oceanside has a similar age structure to California overall, which shifted toward the older working ages over the past decade. Median age increased from 33 to 35 in both Oceanside and California as a whole. The number of working-age people increased by 10,000, while the number of young people declined (-4,000), and the share of the population age 65+ remained fairly constant at 13% of total, compared with 11% statewide.

**Households:** Similar to statewide trends, traditional families—married couples with children—declined from 27% to 22% of all households over the past decade. The share of families without children increased from 34% to 38%. Also, 28% of people age 65+ are living alone, the majority of which are women.

**Income:** Median household income is \$63,000, similar to the California median of \$60,000. Income does not vary as much among racial and ethnic groups here, with medians ranging from \$52,000 for Hispanic households to \$68,000 for black households.



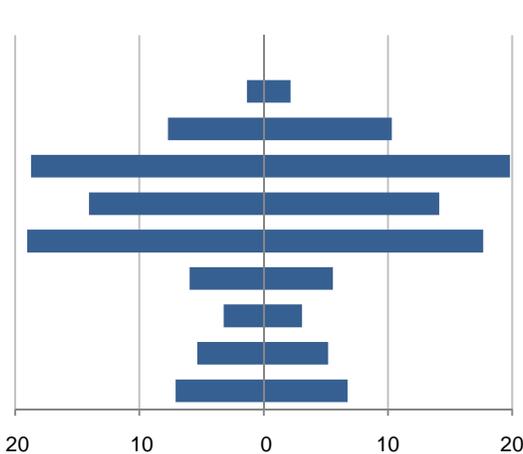
Population by Age

*This demographic profile is part of a series of library jurisdiction profiles prepared for the California State Library by the Stanford Center on Longevity. The project, "Understanding California's Shifting Demographics," was supported in whole by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The opinions expressed herein do not necessarily reflect the position or policy of the U.S. Institute of Museum and Library Services or the California State Library, and no official endorsement by the U.S. Institute of Museum and Library Services or the California State Library should be inferred.*

Key Indicators			
		2000	2010
<b>Population Growth</b>			
	Total population	161,029	167,086
	10-year growth	25.4%	3.8%
<b>Diversity</b>			
	% Hispanic	30.2%	35.9%
	% Asian, non-Hispanic	5.4%	6.4%
	% White, non-Hispanic	53.6%	48.4%
	% Black, non-Hispanic	5.9%	4.2%
<b>Aging</b>			
	% 65+	13.6%	12.9%
	Median age	33.3	35.2
<b>Households</b>			
	% Married couple with children	27.1%	22.0%
	% Living alone	22.6%	23.8%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

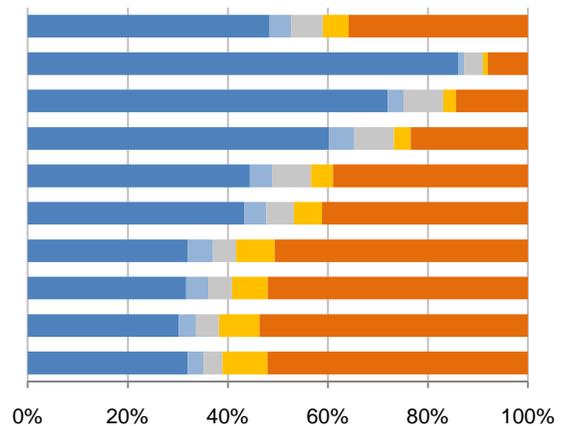


2. Race and Ethnicity by Library-Defined Age Group, 2010

White, NH Black, NH Asian, NH Other, NH Hispanic

Age group

- Total
- 85+, Oldest
- 65 to 84, Older adults
- 46 to 64, Midlife
- 33 to 45, Adult
- 19 to 32, Young
- 14 to 18, Teens
- 11 to 13, Tweens
- 6 to 10, School age
- 0 to 5, Infants/toddlers

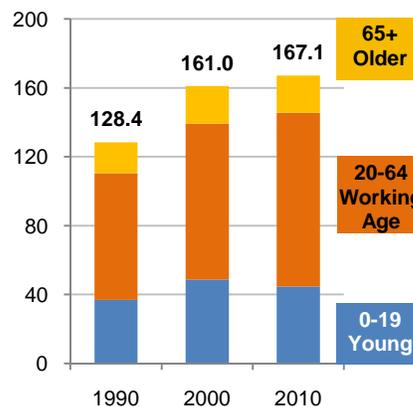


3. Population Growth by Library-Defined Age Group, 2000-10

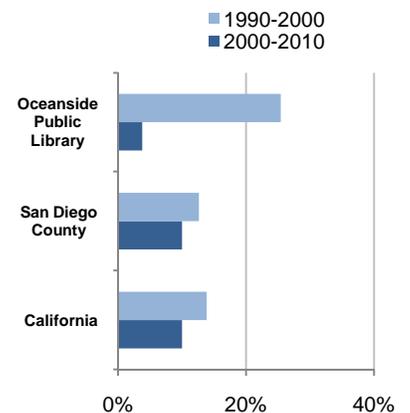
	2010	Change	% Change
<b>Total</b>	167,086	6,057	3.8%
<b>85+</b>	3,500	1,323	60.8%
<b>65 to 84</b>	18,001	-1,681	-8.5%
<b>46 to 64</b>	38,527	12,488	48.0%
<b>33 to 45</b>	28,182	-5,029	-15.1%
<b>19 to 32</b>	36,671	3,269	9.8%
<b>14 to 18</b>	11,535	534	4.9%
<b>11 to 13</b>	6,318	-1,062	-14.4%
<b>6 to 10</b>	10,520	-2,822	-21.2%
<b>0 to 5</b>	13,832	-963	-6.5%

4. Population Total, 1990-2010

In thousands



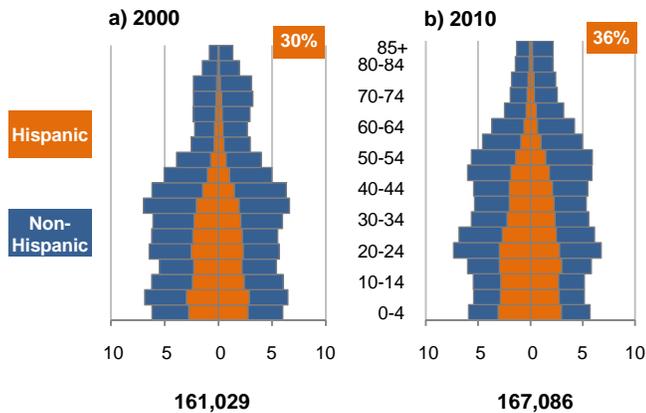
5. 10-Year Population Change



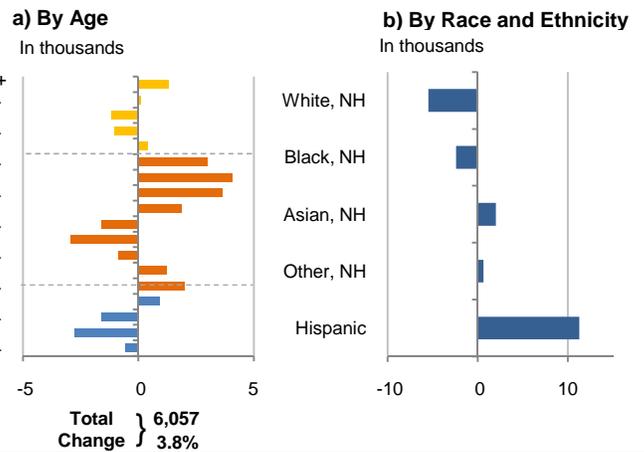
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

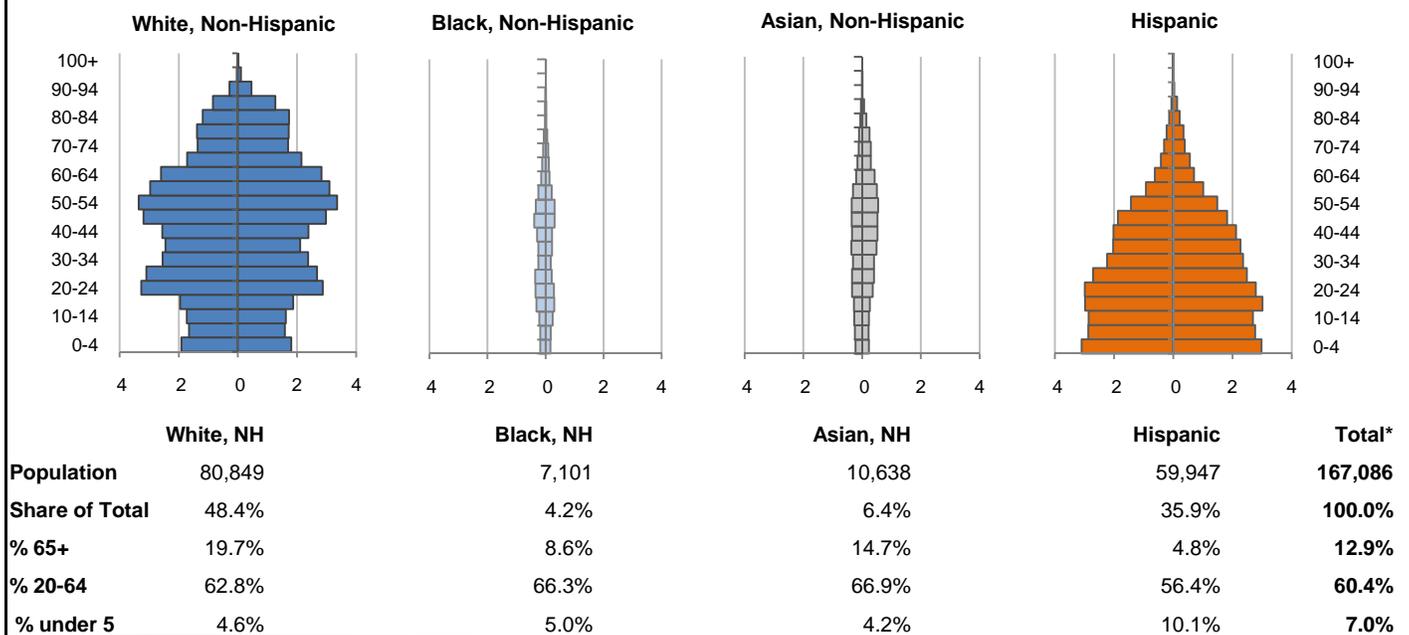


7. 10-Year Change in Population, 2000-10

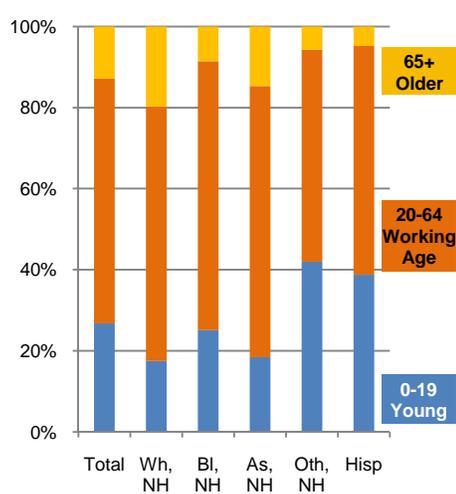


8. Population by Age, Race, and Ethnicity, 2010

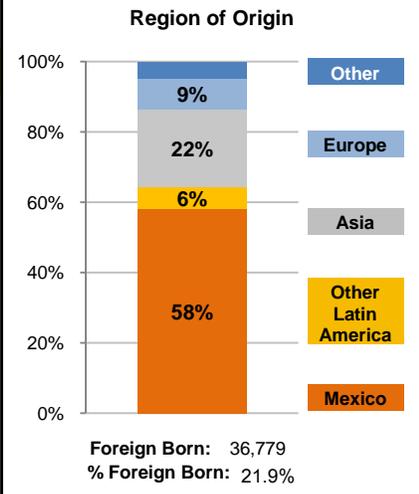
In thousands; males on left, females on right



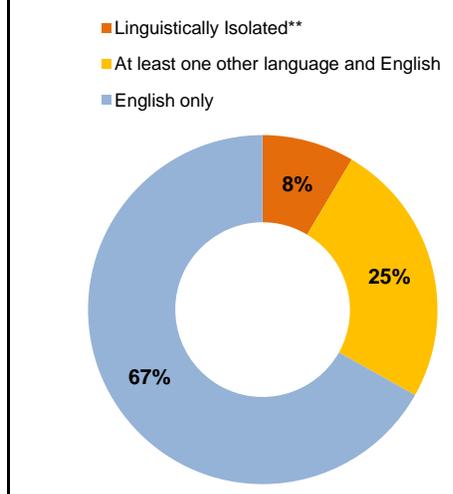
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

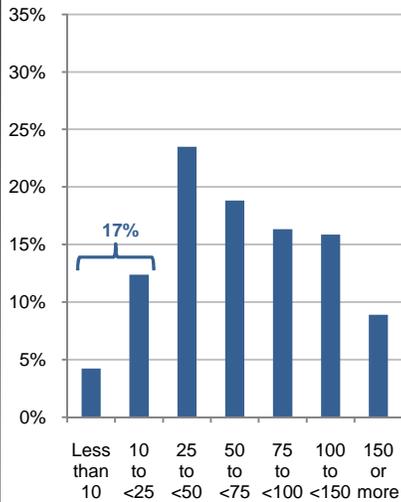


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09  
\*See pages 5-6 for detail on Other, Non-Hispanic  
\*\*Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

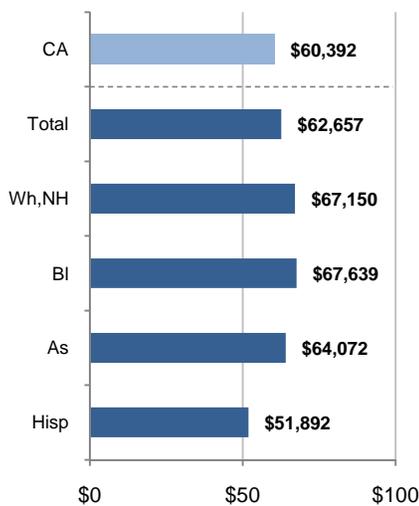
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



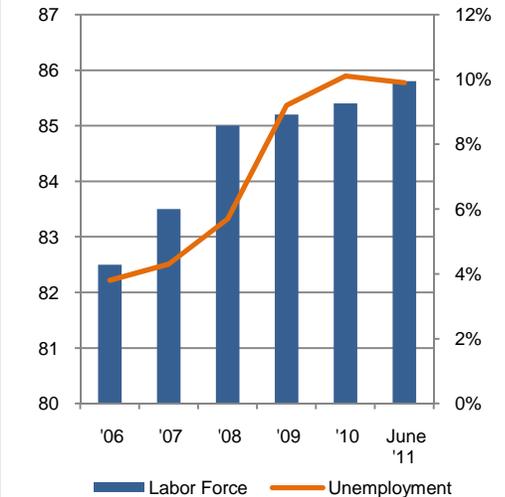
b) Median Household Income by Race and Ethnicity\*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

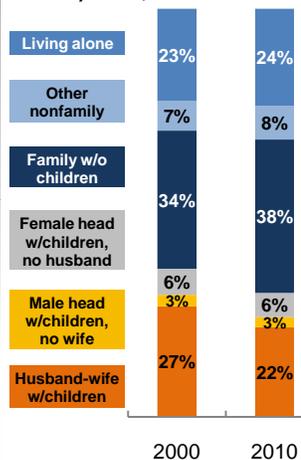


Source: CA Employment Development Department

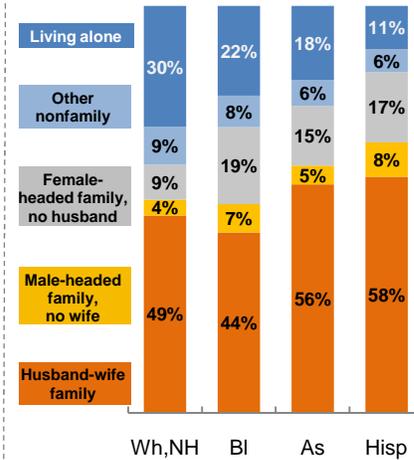
14. Household Type, 2010

% of all households

a) Total, 2000-10

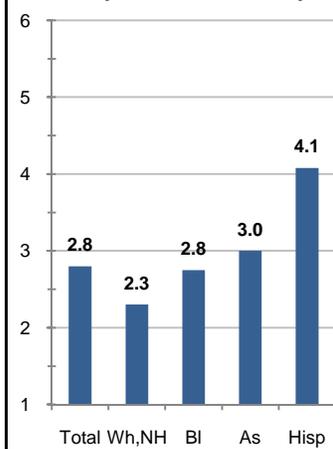


b) By Race and Ethnicity,\* 2010

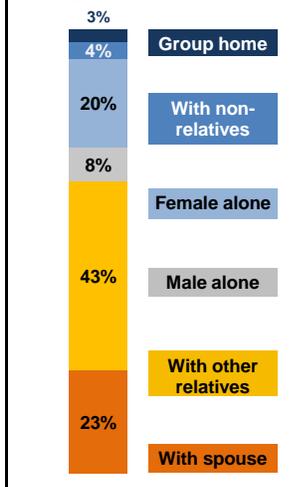


15. Average Household Size, 2010

By Race and Ethnicity\*



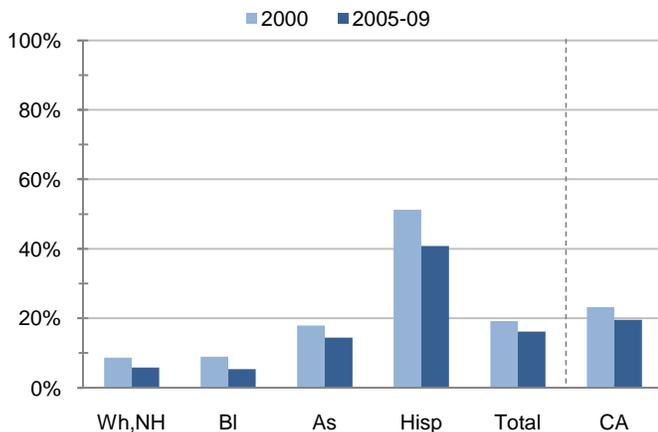
16. Living Arrangements Age 65+, 2005-09



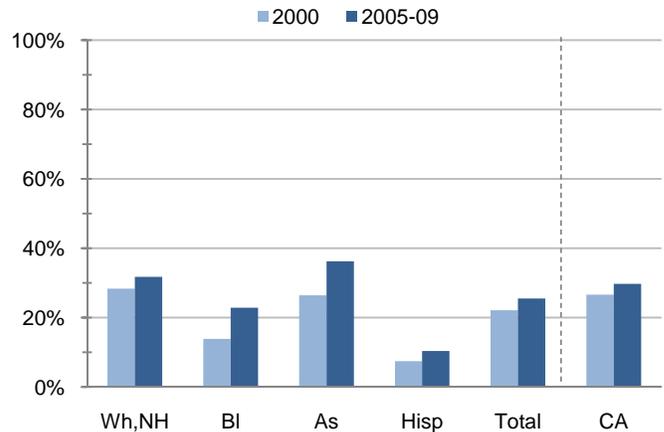
Source: ACS 2005-09

17. Educational Attainment for the Population Age 25 and Over by Race and Ethnicity\*

a) % of Adults Who Did Not Complete High School



b) % of Adults Who Attained a BA or Higher



Source: Census 2000, ACS 2005-09

\*Wh,NH=White,Non-Hispanic; BI=Black,Hispanic Inclusive; As=Asian,Hispanic Inclusive; Hisp=Hispanic(Includes all races); CA=California Total

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
<b>A. Total Population</b>										
<b>2000 Total</b>	86,310	9,504	8,623	7,901	682	1,917	206	5,096	48,691	161,029
<b>2000 % of Total</b>	53.6%	5.9%	5.4%	4.9%	0.4%	1.2%	0.1%	3.2%	30.2%	100.0%
<b>2010 Total</b>	80,849	7,101	10,638	8,551	613	1,999	347	5,592	59,947	167,086
<b>2010 % of Total</b>	48.4%	4.2%	6.4%	5.1%	0.4%	1.2%	0.2%	3.3%	35.9%	100.0%
<b>B. Population in Major Age Groups by Race and Ethnicity</b>										
<b>2000</b>										
0-19	18,948	3,404	2,007	3,594	174	642	110	2,668	20,752	48,705
20-64	49,133	5,737	5,619	3,900	464	1,159	90	2,187	26,076	90,465
65+	18,229	363	997	407	44	116	6	241	1,863	21,859
85+	1,947	30	47	30	4	9	1	16	123	2,177
<b>2010</b>										
0-19	14,143	1,784	1,960	3,591	122	591	129	2,749	23,234	44,712
20-64	50,740	4,707	7,118	4,471	425	1,259	200	2,587	33,837	100,873
65+	15,966	610	1,560	489	66	149	18	256	2,876	21,501
85+	3,012	42	132	33	4	8	1	20	281	3,500
<b>C. Age Mix for Each Racial and Ethnic Group</b>										
<b>2000</b>										
0-19	22.0%	35.8%	23.3%	45.5%	25.5%	33.5%	53.4%	52.4%	42.6%	30.2%
20-64	56.9%	60.4%	65.2%	49.4%	68.0%	60.5%	43.7%	42.9%	53.6%	56.2%
65+	21.1%	3.8%	11.6%	5.2%	6.5%	6.1%	2.9%	4.7%	3.8%	13.6%
85+	2.3%	0.3%	0.5%	0.4%	0.6%	0.5%	0.5%	0.3%	0.3%	1.4%
<b>2010</b>										
0-19	17.5%	25.1%	18.4%	42.0%	19.9%	29.6%	37.2%	49.2%	38.8%	26.8%
20-64	62.8%	66.3%	66.9%	52.3%	69.3%	63.0%	57.6%	46.3%	56.4%	60.4%
65+	19.7%	8.6%	14.7%	5.7%	10.8%	7.5%	5.2%	4.6%	4.8%	12.9%
85+	3.7%	0.6%	1.2%	0.4%	0.7%	0.4%	0.3%	0.4%	0.5%	2.1%
<b>D. Racial and Ethnic Mix for Each Age Group</b>										
<b>2000</b>										
0-19	38.9%	7.0%	4.1%	7.4%	0.4%	1.3%	0.2%	5.5%	42.6%	100.0%
20-64	54.3%	6.3%	6.2%	4.3%	0.5%	1.3%	0.1%	2.4%	28.8%	100.0%
65+	83.4%	1.7%	4.6%	1.9%	0.2%	0.5%	0.0%	1.1%	8.5%	100.0%
85+	89.4%	1.4%	2.2%	1.4%	0.2%	0.4%	0.0%	0.7%	5.6%	100.0%
<b>2010</b>										
0-19	31.6%	4.0%	4.4%	8.0%	0.3%	1.3%	0.3%	6.1%	52.0%	100.0%
20-64	50.3%	4.7%	7.1%	4.4%	0.4%	1.2%	0.2%	2.6%	33.5%	100.0%
65+	74.3%	2.8%	7.3%	2.3%	0.3%	0.7%	0.1%	1.2%	13.4%	100.0%
85+	86.1%	1.2%	3.8%	0.9%	0.1%	0.2%	0.0%	0.6%	8.0%	100.0%
<b>E. Population Growth</b>										
<b>2000-10, Change</b>										
0-19	-4,805	-1,620	-47	-3	-52	-51	19	81	2,482	-3,993
20-64	1,607	-1,030	1,499	571	-39	100	110	400	7,761	10,408
65+	-2,263	247	563	82	22	33	12	15	1,013	-358
85+	1,065	12	85	3	0	-1	0	4	158	1,323
<b>Total</b>	<b>-5,461</b>	<b>-2,403</b>	<b>2,015</b>	<b>650</b>	<b>-69</b>	<b>82</b>	<b>141</b>	<b>496</b>	<b>11,256</b>	<b>6,057</b>
<b>2000-10, % Change</b>										
0-19	-25.4%	-47.6%	-2.3%	-0.1%	-29.9%	-7.9%	17.3%	3.0%	12.0%	-8.2%
20-64	3.3%	-18.0%	26.7%	14.6%	-8.4%	8.6%	122.2%	18.3%	29.8%	11.5%
65+	-12.4%	68.0%	56.5%	20.1%	50.0%	28.4%	200.0%	6.2%	54.4%	-1.6%
85+	54.7%	40.0%	180.9%	10.0%	0.0%	-11.1%	0.0%	25.0%	128.5%	60.8%
<b>Total</b>	<b>-6.3%</b>	<b>-25.3%</b>	<b>23.4%</b>	<b>8.2%</b>	<b>-10.1%</b>	<b>4.3%</b>	<b>68.4%</b>	<b>9.7%</b>	<b>23.1%</b>	<b>3.8%</b>

Source: US Census 2010, 2000

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population 2010
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
<b>F. Population by Library-Defined Age Groups, 2010</b>										
0-5	4,428	427	531	1,244	39	185	44	976	7,202	13,832
6-10	3,180	360	486	846	31	123	28	664	5,648	10,520
11-13	2,000	285	296	450	15	76	24	335	3,287	6,318
14-18	3,683	585	539	891	25	176	28	662	5,837	11,535
19-32	15,885	1,607	2,008	2,070	180	455	76	1,359	15,101	36,671
33-45	12,518	1,271	2,165	1,250	95	402	68	685	10,978	28,182
46-64	23,189	1,956	3,053	1,311	162	433	61	655	9,018	38,527
65-84	12,954	568	1,428	456	62	141	17	236	2,595	18,001
85+	3,012	42	132	33	4	8	1	20	281	3,500
Total	80,849	7,101	10,638	8,551	613	1,999	347	5,592	59,947	167,086
<b>G. Population by 5-Year Age Brackets, 2010</b>										
0-4	3,724	352	449	1,037	34	154	38	811	6,076	11,638
5-9	3,243	359	470	895	35	131	31	698	5,630	10,597
10-14	3,345	469	495	780	21	129	34	596	5,544	10,633
15-19	3,831	604	546	879	32	177	26	644	5,984	11,844
20-24	6,141	635	704	885	87	182	41	575	5,768	14,133
25-29	5,776	577	753	670	53	151	22	444	5,189	12,965
30-34	4,928	422	722	556	40	159	14	343	4,593	11,221
35-39	4,565	470	855	494	38	157	31	268	4,300	10,684
40-44	4,946	511	871	458	38	146	26	248	4,141	10,927
45-49	6,170	693	874	483	43	159	15	266	3,682	11,902
50-54	6,715	651	902	382	51	125	18	188	2,909	11,559
55-59	6,064	455	806	317	41	94	25	157	1,941	9,583
60-64	5,435	293	631	226	34	86	8	98	1,314	7,899
65-69	3,869	224	449	145	26	42	7	70	979	5,666
70-74	3,064	174	418	150	15	52	5	78	697	4,503
75-79	3,100	119	356	105	12	30	3	60	564	4,244
80-84	2,921	51	205	56	9	17	2	28	355	3,588
85-89	2,112	37	100	24	3	8	1	12	195	2,468
90-94	742	4	23	7	1	0	0	6	64	840
95-99	140	0	9	2	0	0	0	2	13	164
100+	18	1	0	0	0	0	0	0	9	28
Total	80,849	7,101	10,638	8,551	613	1,999	347	5,592	59,947	167,086
<b>H. Median Age, 2000-10</b>										
	White, Non- Hispanic	Black, Hispanic Inclusive	Asian, Hispanic Inclusive		American Indian & Alaska Native, Hispanic Inclusive	Native Hawaiian & Pacific Islander, Hispanic Inclusive	Some Other Race, Hispanic Inclusive	Two or More Races, Hispanic Inclusive	Hispanic or Latino	Total Population
<b>2000</b>	40.6	28.9	37.1		29.3	28.2	23.3	18.5	23.7	33.3
<b>2010</b>	44.9	34.6	41.3		31.8	31.2	25.6	19.7	25.9	35.2

Source: US Census 2010, 2000

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

I. Income Distribution, 2005-09			J. Median Household Income by Race and Ethnicity, 2005-09 (\$2009)						
Range (ths)	Households	% of Total	White, NH	Black	Asian	Hispanic	Total	% of CA	California
<\$10	2,512	4.2%	\$67,150	\$67,639	\$64,072	\$51,892	\$62,657	103.8%	\$60,392
\$10 to <\$25	7,361	12.4%							
\$25 to <\$50	13,971	23.5%							
\$50 to <\$75	11,200	18.8%							
\$75 to <\$100	9,717	16.3%							
\$100 to <\$150	9,441	15.9%							
\$150+	5,299	8.9%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
<b>Total households</b>			56,547	100.0%	59,238	100.0%			
Family Households			39,661	70.1%	40,259	68.0%			
Husband-wife w/children			15,344	27.1%	13,006	22.0%			
Female head, no husband, w/children			3,626	6.4%	3,502	5.9%			
Male head, no wife, w/children			1,557	2.8%	1,499	2.5%			
Without children			19,134	33.8%	22,252	37.6%			
Nonfamily households			16,886	29.9%	18,979	32.0%			
Living alone			12,795	22.6%	14,117	23.8%			
Other nonfamily			4,091	7.2%	4,862	8.2%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
<b>Total households</b>			37,056	2,965	3,504	13,860	59,238		
Husband-wife family			48.5%	44.3%	56.2%	58.0%	51.0%		
Family with male head, no wife			3.9%	7.0%	4.6%	8.4%	5.3%		
Family with female head, no husband			8.6%	18.9%	14.7%	17.3%	11.7%		
Living alone			29.7%	22.1%	18.2%	10.6%	23.8%	Source: US	
Other nonfamily			9.3%	7.7%	6.3%	5.6%	8.2%	Census 2010	
M. Poverty, 2005-09									
<b>Percentage of families and people whose income in the past 12 months is below the poverty level</b>								California	
All families						6.0%	9.8%		
Families w/ related children under 18 years						9.1%	14.5%		
Families w/ female householder, no husband present						19.0%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						25.6%	32.2%		
All people						8.7%	13.2%		
Under 18 years						11.2%	18.3%		
18 to 64 years						7.8%	11.9%		
65 years and over						8.3%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
<b>Population 25 years and over</b>			62,845	4,689	8,279	29,693	108,455		
Less than high school			5.8%	5.4%	14.4%	40.8%	16.2%		
High school graduate (includes equivalency)			21.6%	32.2%	21.4%	27.5%	23.8%		
Some college or associate's degree			40.7%	39.6%	27.9%	21.4%	34.5%		
Bachelor's degree or higher			31.8%	22.8%	36.3%	10.3%	25.5%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			85,400	85,800					
Employed			76,800	77,300					
Unemployed, % of labor force			10.1%	9.9%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
<b>Civilian employed population, 16 yrs &amp; over</b>					76,565	100.0%			
Management, professional, and related occupations					23,994	31.3%			
Service occupations					15,171	19.8%			
Sales and office occupations					20,695	27.0%			
Farming, fishing, and forestry occupations					600	0.8%			
Construction, extraction, maintenance, and repair occupations					8,155	10.7%			
Production, transportation, and material moving occupations					7,950	10.4%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
<b>Civilian employed population, 16 yrs &amp; over</b>					76,565	100.0%			
Private, for profit, wage and salary employee					54,472	71.1%			
Private, not for profit, wage and salary employee					3,689	4.8%			
Private, for profit, wage and salary self-employed in own business					2,051	2.7%			
Government workers					10,539	13.8%			
Self-employed in own not incorporated business					5,668	7.4%			
Unpaid family workers in family business					146	0.2%			

Source: American Community Survey 2005-09, unless otherwise stated

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Note: In the American Community Survey and for US Census variables other than population, Hispanic origin is not broken out for all races. White, NH represents White, Non-Hispanic. Black and Asian are Hispanic inclusive.