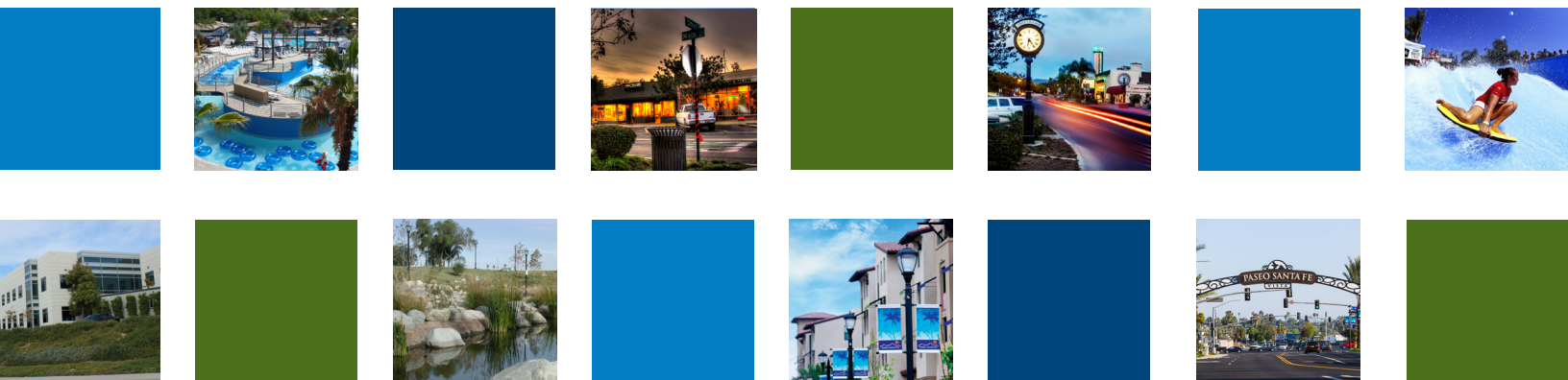




# COMMUNITY PROFILE



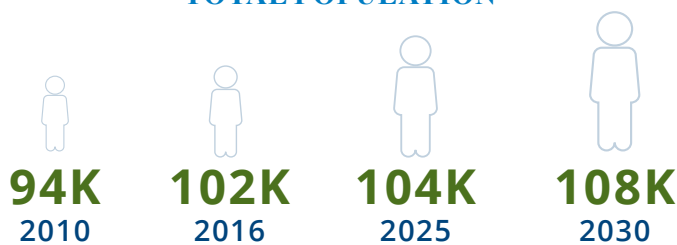
# PART 1: DEMOGRAPHICS POPULATION

## AT A GLANCE

The City of Vista, located along North San Diego County's 78 Corridor, is home to nearly **102,000** people spread across nearly **30,150** households. While accounting for only 3.1 percent of the San Diego region's population, Vista is one of the faster growing cities in the region. Since 2010, the City has grown by 8.0 percent – a higher rate than the San Diego region as a whole – earning a spot as the seventh fastest growing city in the region between 2010 and 2016.

Looking ahead, the Vista's population is projected to grow by an additional 2.1 percent – approximately 2,096 people – by 2025.

### TOTAL POPULATION



Source: Census Bureau, 2010; ACS 1-year estimates, 2016; SANDAG Forecast, 2025-2030

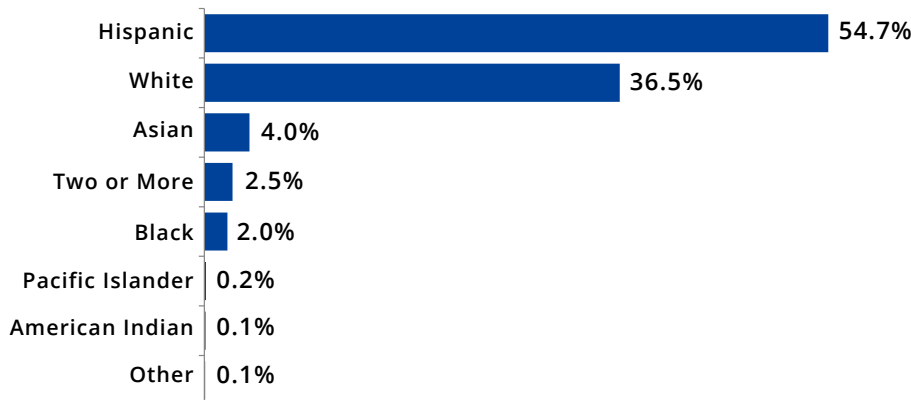
AVERAGE ANNUAL POPULATION  
GROWTH RATE SINCE 2010

**1.3%**

## AGE BREAKDOWN

In terms of age composition, Vista is a relatively young city. With a median age of **31.9**, Vista's population is almost four years younger than the regional median age of 35.7. Since 2010, the population aged 20 to 29 has seen the greatest absolute growth with an increase of 1,734 people, or approximately 10.4 percent. The fastest rate of growth, however, was seen in the 70 to 79 year age group which increased by 56.9 percent – or 1,449 people. During the same time frame, the population over 79 years of age experienced a decline of 34 percent – or 1,039 people. The 18 to 64 year age group – those most likely in the labor force – increased by 1.6 percentage points since 2010.

### RACE & ETHNICITY



Source: ACS 1-year estimates, 2016

### 78 CORRIDOR



**101.7K**

POPULATION  
IN 2016

Over 80 | 2%

70 to 79 | 4%

60 to 69 | 7%

50 to 59 | 12%

40 to 49 | 14%

30 to 39 | 14%

20 to 29 | 18%

10 to 19 | 13%

Under 10 | 16%



Male

**48%**

Female

**52%**

~ 1% of Total Pop

Source: ACS 1-year estimates, 2016

### RACE & ETHNICITY

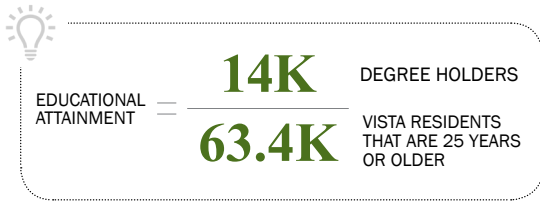
Nearly **55 percent** of the City's population is Hispanic, with another 36.5 percent being White. This is in sharp contrast to the region as a whole where no single race or ethnic group comprises more than 50 percent of the total population. The City's Hispanic population has increased by 4.8 percentage points since 2010. Meanwhile, the City's White population has decreased by 5.5 percentage points during the same time frame.



## PART 2: SOCIOECONOMICS EDUCATIONAL ATTAINMENT

### TALENTED WORKFORCE

Approximately 22 percent of Vista's population over 25 years of age has attained a bachelor's degree or higher.

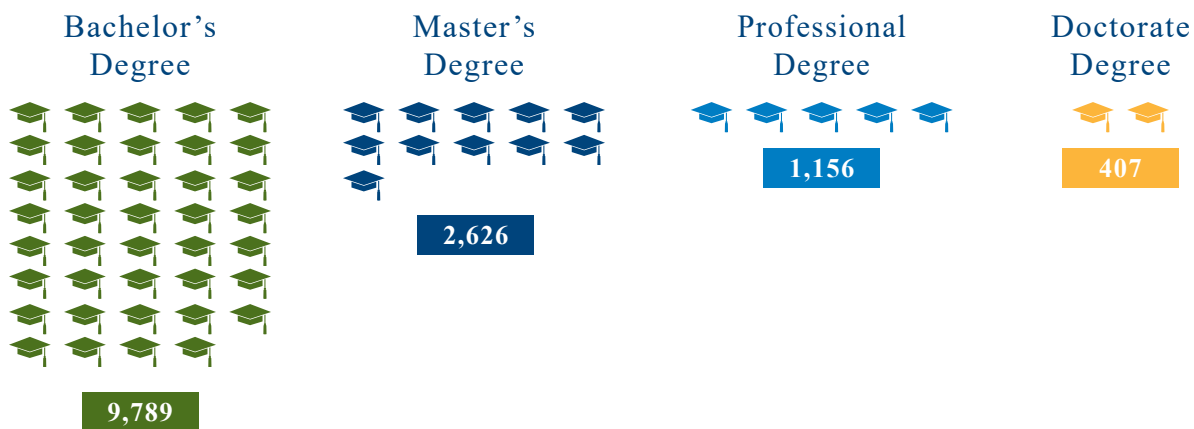


**22.0%**  
BACHELOR'S DEGREE  
OR HIGHER

**6.6%**  
MASTER'S DEGREE  
OR HIGHER

**0.6%**  
DOCTORATE

### DEGREE HOLDERS BY DEGREE TYPE VISTA RESIDENTS 25 YEARS+



Source: ACS 1-year estimates, 2016

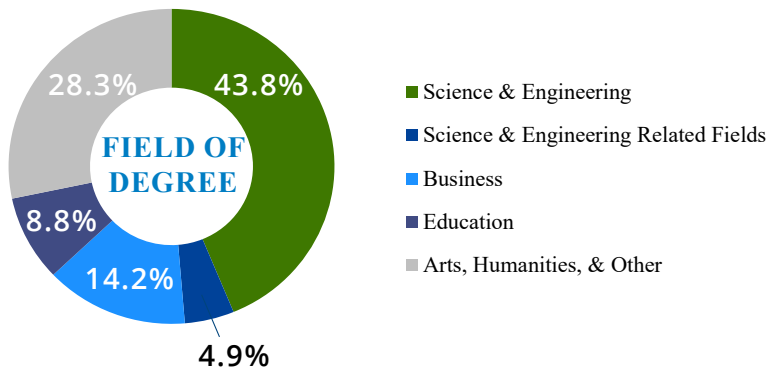
### FIELD OF DEGREE BY AGE

	25-39 years	40-64 years	65+ years	Total
Science & Engineering	2,567	2,939	613	<b>6,119</b>
Science & Engineering Related Fields	312	258	117	<b>687</b>
Business	624	966	399	<b>1,989</b>
Education	401	565	263	<b>1,229</b>
Arts, Humanities, & Other	2,299	1,054	601	<b>3,954</b>
<b>Total</b>	<b>6,203</b>	<b>5,782</b>	<b>1,993</b>	<b>13,978</b>

### ZOOMING IN ON DEGREES

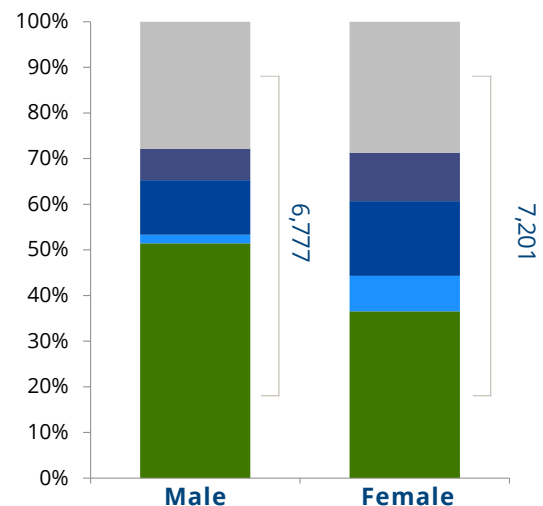
Approximately 49 percent of degree holders specialize in science, engineering, or related fields. These fields are the preferred specialization across all age categories, with arts and humanities being a distant second.

52 percent of degree holders are women. Additionally, women hold higher shares of degrees in all fields with the exception of science and engineering.



Source: ACS 1-year estimates, 2016

### FIELD OF DEGREE BY GENDER



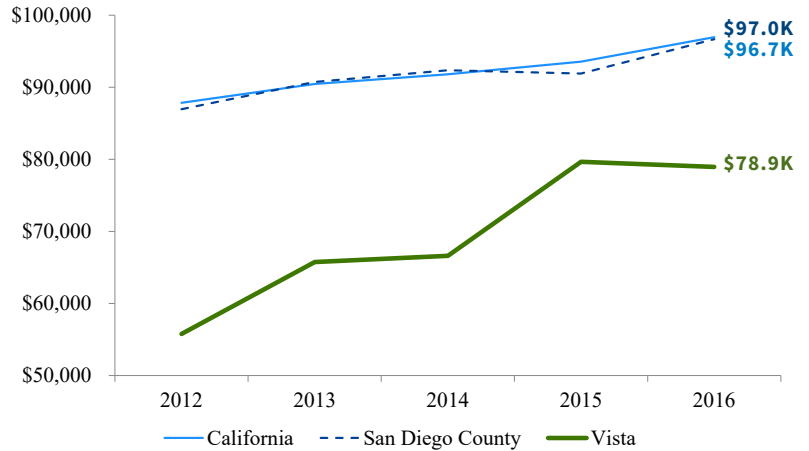
## PART 2: SOCIOECONOMICS

### HOUSEHOLD INCOME

#### AVERAGE HOUSEHOLD INCOME

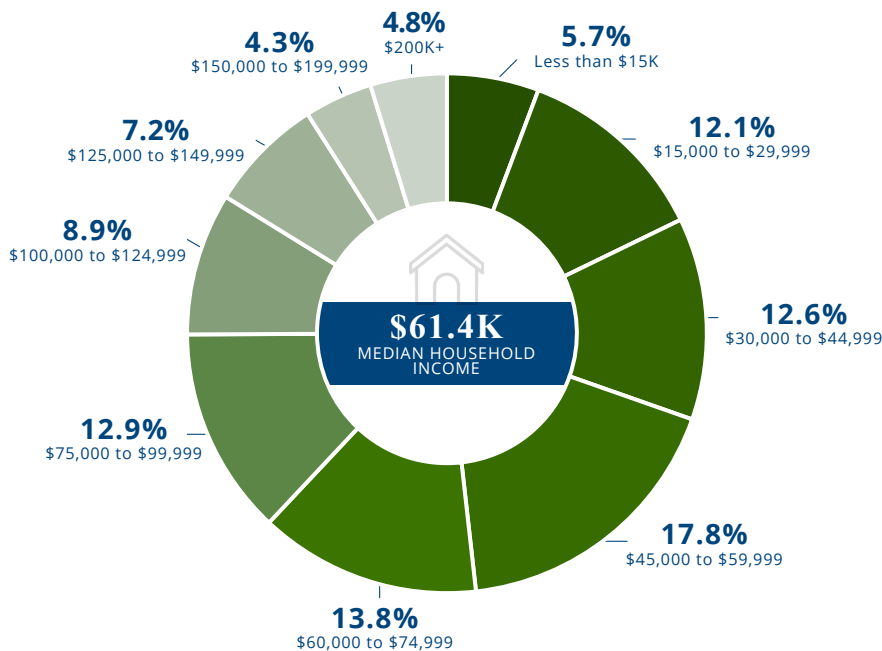
At **\$78,948**, the average household income in Vista is roughly 18 percent lower than the region's. However, since 2012, local growth in income has risen significantly faster, with an average annual growth rate of **9.5 percent**, compared to the regional rate of 2.7 percent.

#### AVERAGE HOUSEHOLD INCOME



AVERAGE ANNUAL MEDIAN  
HOUSEHOLD INCOME GROWTH  
SINCE 2012

**\$5.8K**



Source: ACS 1-year estimates, 2016

#### INCOME GROUPS

Approximately 51.8 percent of households earn more than \$60,000. Between 2010 and 2016, the proportion of households earning more than \$60,000 increased by 13.5 percentage points – from 38.3 percent to 51.8 percent.

**30.4K**

TOTAL HOUSEHOLDS  
IN 2016

#### POVERTY

Poverty thresholds are defined by the federal government and vary by family size. The poverty threshold for a family of four is an annual household income of \$24,563.

Vista has an overall poverty rate of **13.5 percent** – slightly below the state rate of 14.3 percent, but higher than the county rate of 12.3 percent.

#### SHARE OF POPULATION LIVING IN POVERTY

	Vista	San Diego County	California
BY AGE	Under 18 years	18%	16%
	18 to 34 years	16%	14%
	35 to 64 years	10%	10%
	65 years +	6%	9%
BY EDUCATIONAL ATTAINMENT*	Less than high school graduate	17%	22%
	High school graduate	12%	13%
	Some college	9%	10%
	Bachelor's degree +	11%	5%
	Overall	13.5%	12.3%
			14.3%

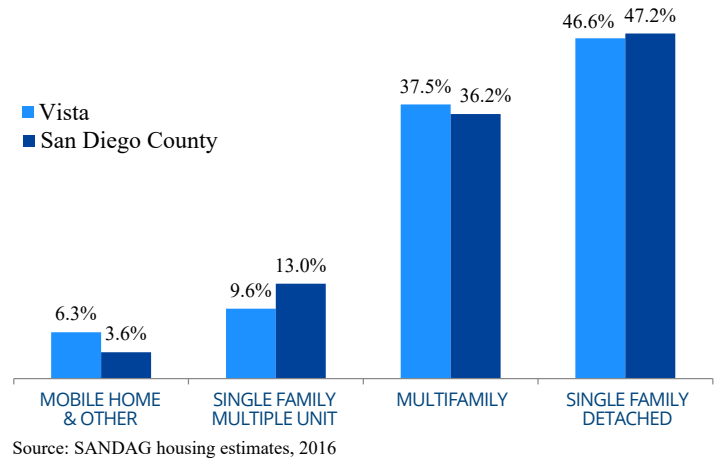
Source: ACS 1-year estimates, 2016  
\*Data refers to portion of the population 25 years of age and above.

## PART 3: HOUSING MARKET MIX & PRICES

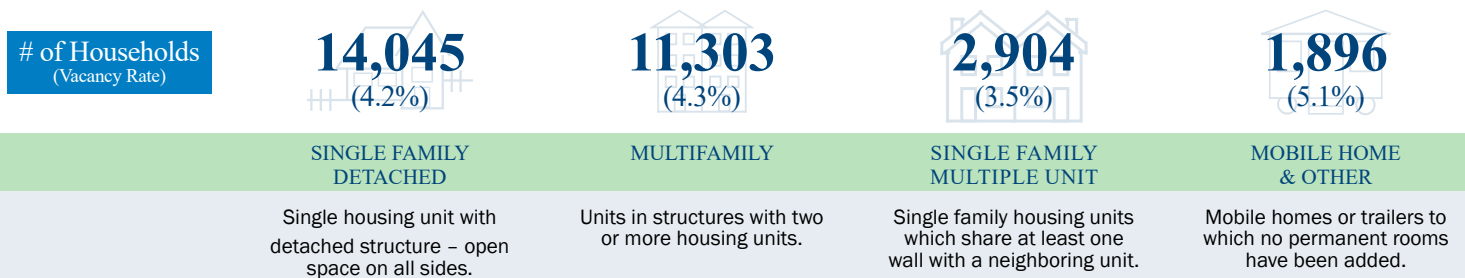
### HOUSING STOCK

There are a total of **31,480** housing units in Vista; nearly half of which are single family detached homes. The housing mix is slightly more balanced between single and multifamily than the region overall. However, the proportion of single family, multiple unit housing (townhomes, row homes, etc.) is about three-quarters of that of the region, whereas the concentration of mobile homes is almost twice as great. Since 2010, the housing stock grew by 2.0 percent compared to the regional growth rate of 2.4 percent.

### HOUSING MIX

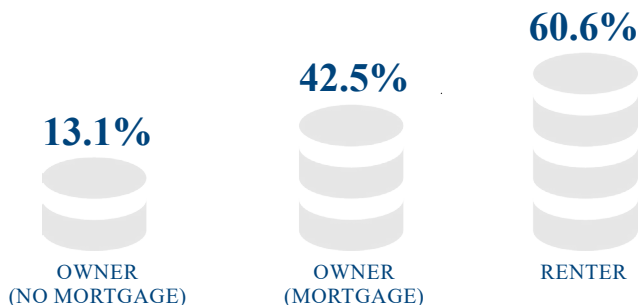


### HOUSEHOLDS BY HOUSING TYPE



Source: SANDAG housing estimates, 2016

### HOUSEHOLDS PAYING 30% OR MORE OF INCOME TOWARD HOUSING



Source: ACS 1-year estimates, 2016

### HOME PRICES

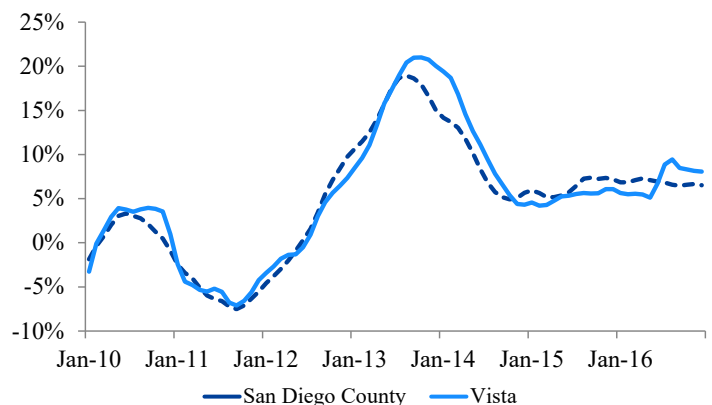
Home price growth has moderated over the past two years following a strong post-recession recovery. In 2016, the San Diego region's housing market saw a slow down in price appreciation, while Vista experienced an acceleration. Home prices in the City ended the year up 8.1 percent. Despite significant appreciation, Vista's median home price stood at **\$489,800** at the end of 2016, 7.7 percent below the regional median of \$530,600. Rents, by comparison, rose 3.3 percent in 2016; slightly slower than the region's rate of 4.0 percent.

### SHARE OF INCOME SPENT ON HOUSING

The City's median monthly housing cost is **\$1,515**. The median homeowner with a mortgage pays \$2,225 per month, while the median renter pays \$1,445 per month.



### YEAR-OVER-YEAR HOME PRICE CHANGES



## ECONOMY AT A GLANCE

With more than 48,000 jobs across a diverse economic base, Vista is a major player in the economic landscape of North San Diego County. Jobs in the City increased by 14.5 percent from 2011 to 2016, far outpacing the national growth rate of 8.8 percent during the same time frame. As a regional hub for advanced manufacturing, Vista supplies a significant share of the region's high-value products, helping to fuel the region's export pipeline.

**JOBS**  
**48,000+**

**UNEMPLOYMENT  
RATE**  
**4.2%**

**BUSINESSES**  
**5,000+**

**AVERAGE  
HOUSEHOLD INCOME**  
**\$78,948**

Source: EMSI, 2016; CA EDD, 2016; ReferenceUSA, 2016; ACS 1-year estimates, 2016

## UNEMPLOYMENT

Vista, like many cities in the region, has made a full recovery following the Great Recession. In 2016, unemployment levels returned to a healthy pre-recession rate below five percent. Most notably, Vista's unemployment rate today is the second lowest along the 78 Corridor.

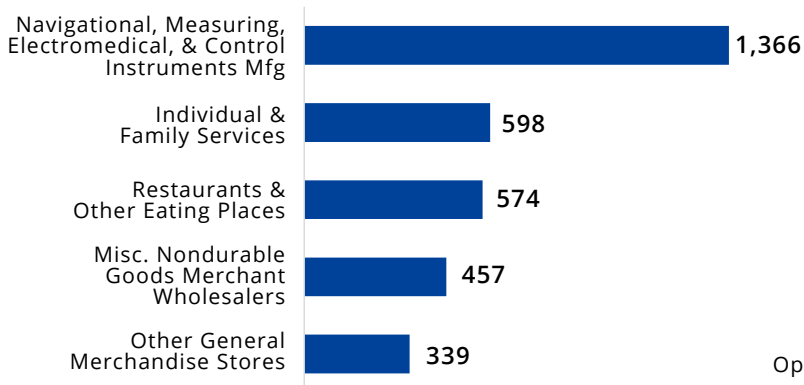
### HISTORICAL UNEMPLOYMENT RATE

	2010	2011	2012	2013	2014	2015	2016
Carlsbad	9.8%	9.4%	8.3%	7.1%	5.8%	4.7%	4.2%
Escondido	10.8%	10.3%	9.1%	7.8%	6.4%	5.2%	4.7%
Oceanside	11.0%	10.6%	9.4%	8.0%	6.6%	5.3%	4.8%
San Marcos	8.5%	8.2%	7.2%	6.2%	5.1%	4.1%	3.7%
<b>Vista</b>	<b>9.6%</b>	<b>9.2%</b>	<b>8.2%</b>	<b>7.0%</b>	<b>5.7%</b>	<b>4.6%</b>	<b>4.2%</b>
San Diego County	10.8%	10.3%	9.1%	7.8%	6.4%	5.2%	4.7%
California	12.2%	11.7%	10.4%	8.9%	7.5%	6.2%	5.4%

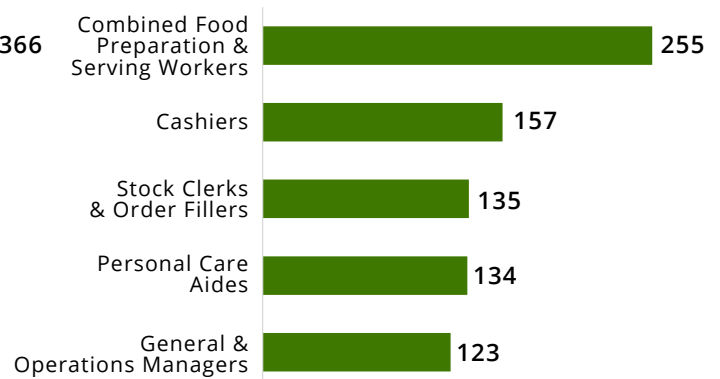
Source: CA EDD, 2010-2016

### CHANGES IN EMPLOYMENT 2011-2016

#### TOP GROWING INDUSTRIES



#### TOP GROWING OCCUPATIONS

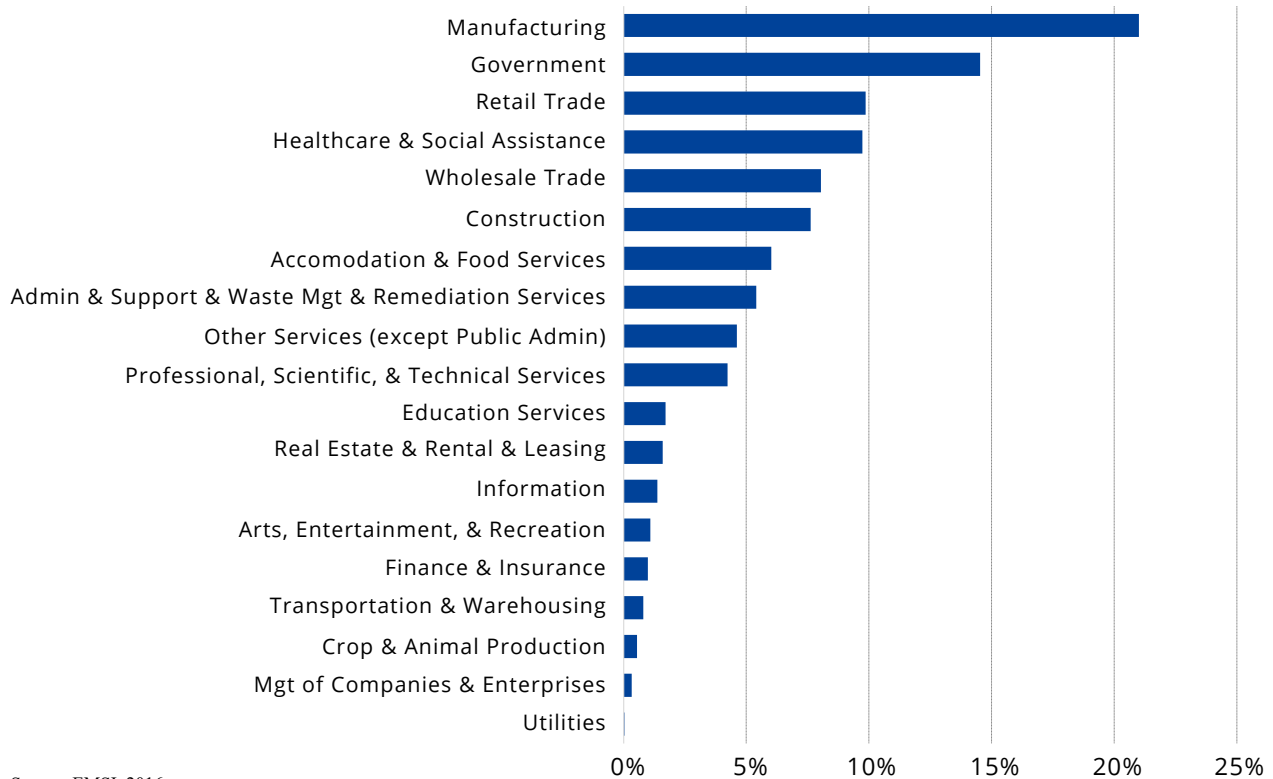


Source: EMSI, 2016

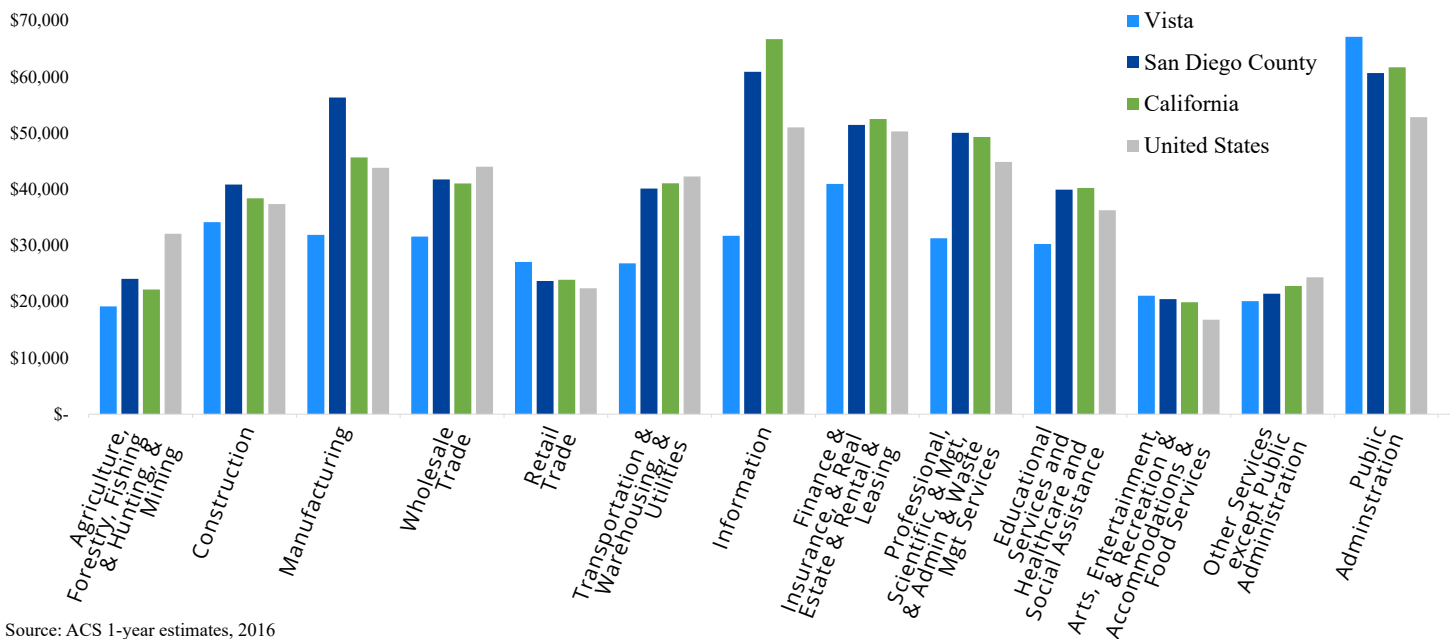
### ECONOMIC PLAYERS

Vista's manufacturing sector plays an important role not only for the City, but for the regional economy as well. With more than **10,200 jobs**, manufacturing represents roughly **21 percent** of employment in the City. From medical devices and aerospace instruments to sporting goods and soap, Vista is recognized as a leader in precision manufacturing and high-quality specialty products.

#### EMPLOYMENT BY SECTOR



### MEDIAN INCOME BY INDUSTRY

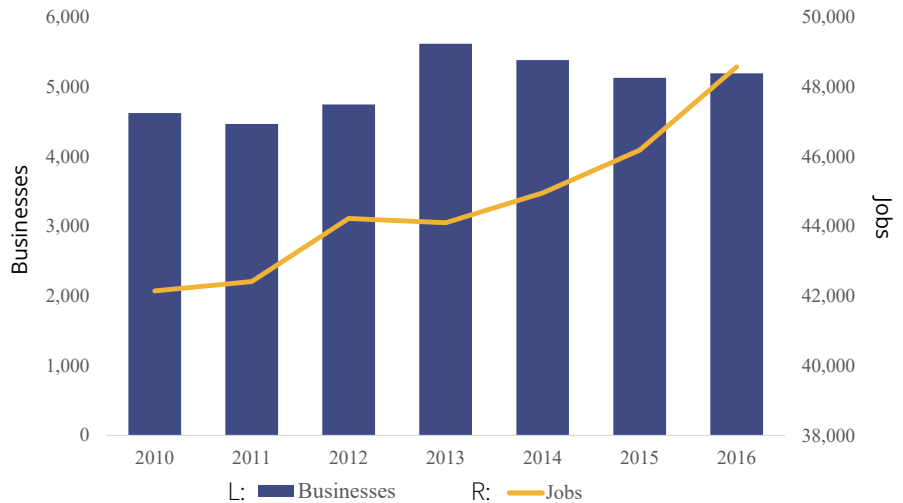


## PART 4: THE ECONOMY WORKFORCE

### BUSINESS & JOB TRENDS 2010-2016

#### STRONG BUSINESS PRESENCE

Today, there are roughly **5,000** business establishments in Vista. The number of establishments in Vista has remained relatively stable post-recession, but employment continues to rise. This is possibly indicative of strength in the local economy as employers seek to increase their workforce in support of their operations.



Source: ReferenceUSA, 2010-2016; EDD, 2010-2016

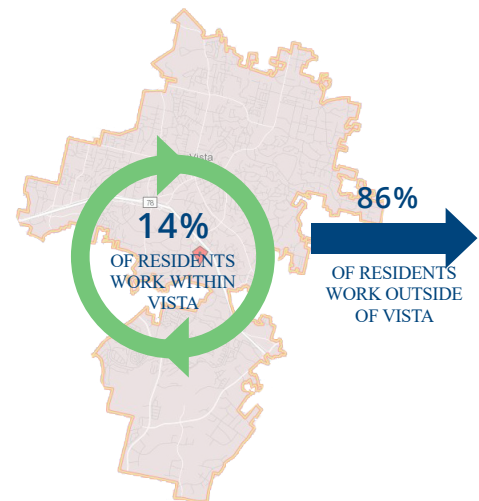
#### COMMUTE PATTERNS

The overwhelming majority – roughly **86 percent** – of Vista residents commute outside of the City for work.

The City of San Diego, in which many of the region's largest employment centers are located, is the primary destination for employees who live in Vista but commute outside of the City. Nearly 15 percent of Vista's employed residents commute into the City of San Diego each day, followed by approximately 14.5 percent to the City of Carlsbad. Approximately 14 percent of Vista residents also work within the City.

For the Vista residents leaving the city for work, nearly 62 percent are employed in service industries such as retail, information, finance, and scientific and technical services. Conversely, approximately 60 percent of jobs within the city currently being filled by non-residents are a combination of goods producing (i.e. manufacturing) and trade, transportation, and utilities.

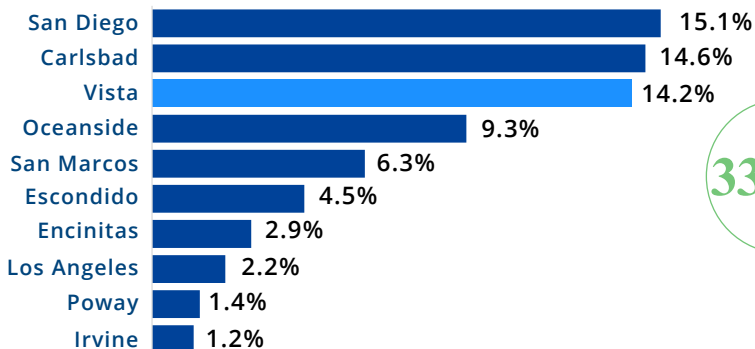
#### INFLOW & OUTFLOW OF WORKERS



Source: LEHD, 2015

**50.1%** OF EMPLOYED RESIDENTS COMMUTE LESS THAN 10 MILES FOR WORK

#### TOP 10 EMPLOYMENT DESTINATIONS FOR VISTA RESIDENTS



**33.1%**

OF THE POPULATION WHO BOTH LIVE AND WORK IN VISTA ARE EMPLOYED IN GOODS-PRODUCING INDUSTRIES

**48.9%**

OF VISTA RESIDENTS WORK IN A CITY LOCATED ON THE 78 CORRIDOR



## CLUSTER IDENTIFICATION

Clusters are concentrations of related industries and can make a region competitive for jobs and investment. They are often a source of innovation and can fuel economic growth. Performance metrics for clusters include earnings, growth, regional competitiveness, regional specialization, and gross regional product. The clusters in this analysis are defined according to the methodology of Harvard Business School's U.S. Cluster Mapping Project.

With **2,674 jobs**, the Information Technology and Analytical Instruments cluster is the top cluster within the City of Vista.

### INFORMATION TECHNOLOGY & ANALYTICAL INSTRUMENTS CLUSTER

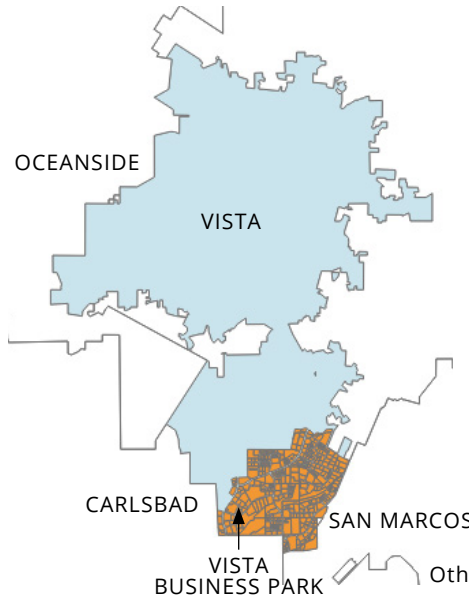
INDUSTRIES IN THE INFORMATION TECHNOLOGY & ANALYTICAL INSTRUMENTS CLUSTER	INDUSTRY	JOB
	 <b>ELECTROMEDICAL &amp; ELECTROTHERAPEUTIC APPARATUS MFG</b>	<b>1,783</b>
	 <b>COMPUTER TERMINAL &amp; OTHER COMPUTER PERIPHERAL EQUIPMENT MFG</b>	<b>521</b>
	 <b>SOFTWARE PUBLISHERS</b>	<b>28</b>
	 <b>AUDIO &amp; VIDEO EQUIPMENT MFG</b>	<b>51</b>
	 <b>INSTRUMENT MFG FOR MEASURING &amp; TESTING ELECTRICITY &amp; ELECTRICAL SIGNALS</b>	<b>62</b>
	 <b>INSTRUMENTS &amp; RELATED PRODUCTS MFG FOR INDUSTRIAL PROCESS VARIABLES</b>	<b>86</b>
	 <b>OTHER ELECTRONIC COMPONENT MFG</b>	<b>80</b>
	 <b>ELECTRONIC ASSEMBLY MFG</b>	<b>63</b>

Source: EMSI, 2016

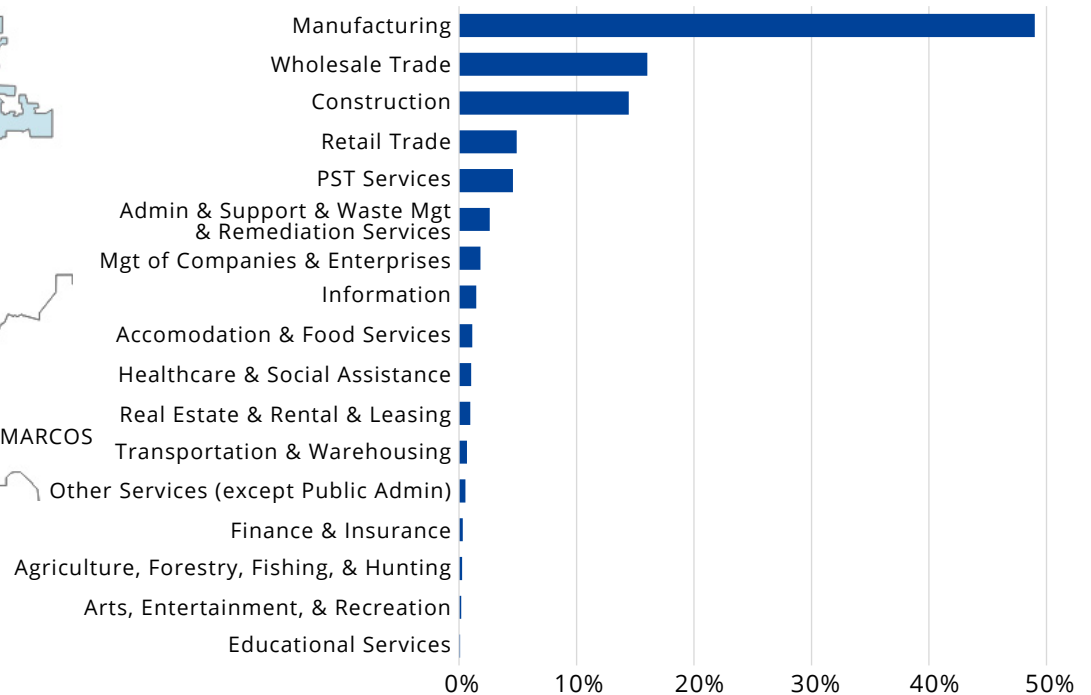


## VISTA BUSINESS PARK AT A GLANCE

Since its inception, Vista's business park has become a major economic driver, in terms of both jobs and economic output. Covering approximately 1,600 acres, the business park leases its space to more than **900 businesses**. In terms of industry composition, manufacturing, warehousing, and logistics are the nucleus of the business park with research and development and other professional services generating additional value and supplying high-quality jobs.

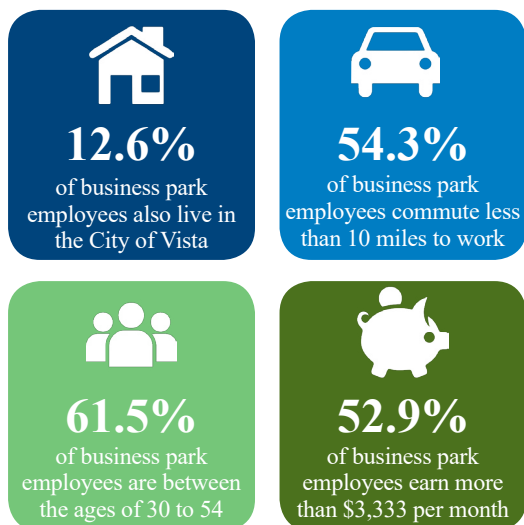


### VISTA BUSINESS PARK JOBS BY SECTOR, 2015

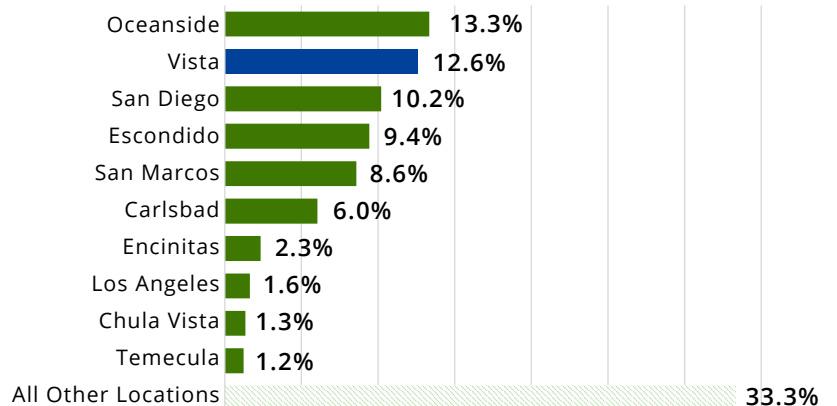


Source: LEHD, 2015

### BUSINESS PARK EMPLOYEES AT A GLANCE



### WHERE BUSINESS PARK EMPLOYEES LIVE



Source: LEHD, 2015