

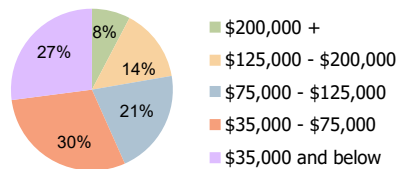
Felicita Plaza Escondido, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

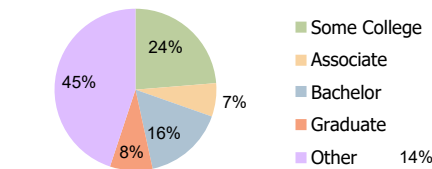
Current Population	19,772	115,403	193,898
Total Daytime Pop	13,001	114,922	178,309
Workplace Pop	4,772	43,704	55,837
Average Household Income	\$91,305	\$90,005	\$98,987
Average Disposable Income	\$75,649	\$71,911	\$78,771
Total Households	5,998	36,614	63,893
Median Home Value	\$716,180	\$747,674	\$762,184
College (4+)	26.9%	24.7%	29.7%
Total Consumer Spending/Capita (Weekly)	\$438	\$434	\$443
Population per Household	2.13	2.01	2.47
% of Households with Children	37.3%	33.8%	30.9%

2028 Demographic Projections

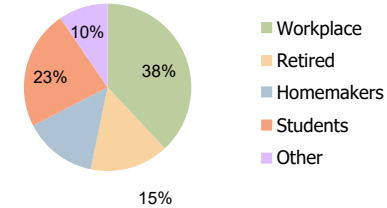
Projected Population	20,020	118,055	198,235
Projected 5 Year Annual Growth Rate (Pop)	0.2%	0.5%	0.4%



Household Income (3.00 Mile Radius)



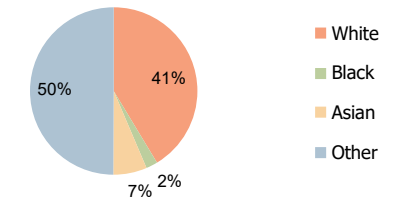
Education (3.00 Mile Radius)



Daytime Population (3.00 Mile Radius)

Hispanic Ethnicity

54% Hispanic | 46% Non Hispanic



Race (3.00 Mile Radius)

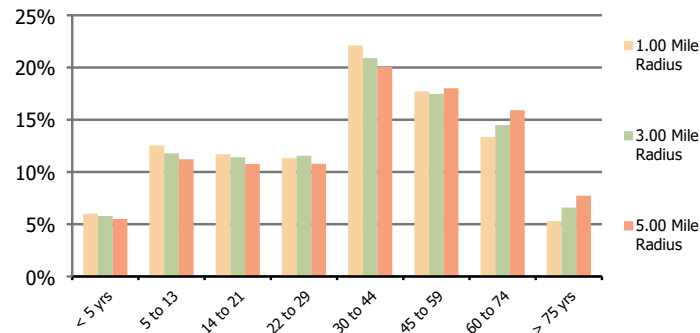
Felicita Plaza
Escondido, CA

1.00 Mile Radius

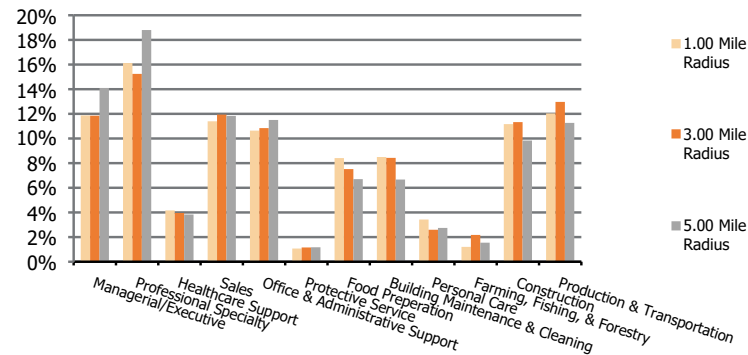
3.00 Mile Radius

5.00 Mile Radius

Population by Age Range



Occupation



Population	Current Estimated Population	19,772	115,403	193,898
	2010 Census Population	19,800	103,527	147,637
	2000 Census Population	17,866	99,865	139,294
	Historical Annual Growth 2000 to 2010	1.0%	0.4%	0.6%
	Estimated Annual Growth 2010 to 2023	0.0%	0.8%	2.1%
	Projected Annual Growth 2023 to 2028	0.2%	0.5%	0.4%
Ethnic	Hispanic or Latino Population	54%	54%	45%
	Non Hispanic or Latino Population	46%	46%	55%
Race	White	42.2%	41.3%	46.5%
	Black or African American	2.0%	2.2%	2.3%
	Asian & Pacific Islander	6.4%	6.5%	8.8%
	Other Races	49.4%	49.9%	42.3%