

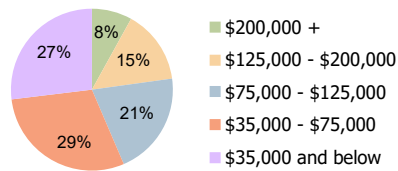
Felicita Town Center Escondido, CA	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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### Current Year Demographics

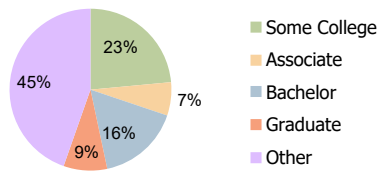
Current Population	18,031	109,178	194,356
Total Daytime Pop	11,794	109,903	178,608
Workplace Pop	4,392	42,827	56,050
Average Household Income	\$92,443	\$91,099	\$99,453
Average Disposable Income	\$76,619	\$72,584	\$79,062
Total Households	5,519	34,566	64,214
Median Home Value	\$723,964	\$761,673	\$765,963
College (4+)	28.5%	25.2%	30.1%
Total Consumer Spending/Capita (Weekly)	\$440	\$434	\$443
Population per Household	2.13	2.01	2.47
% of Households with Children	37.3%	33.9%	31.0%

### 2028 Demographic Projections

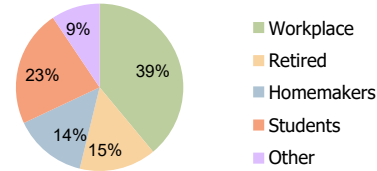
Projected Population	18,195	111,565	198,629
Projected 5 Year Annual Growth Rate (Pop)	0.2%	0.4%	0.4%



Household Income (3.00 Mile Radius)



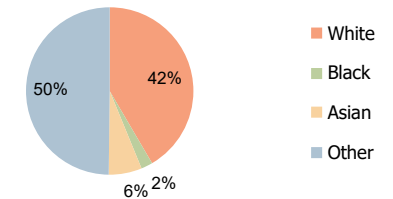
Education (3.00 Mile Radius)



Daytime Population (3.00 Mile Radius)

### Hispanic Ethnicity

54% Hispanic | 46% Non Hispanic



Race (3.00 Mile Radius)

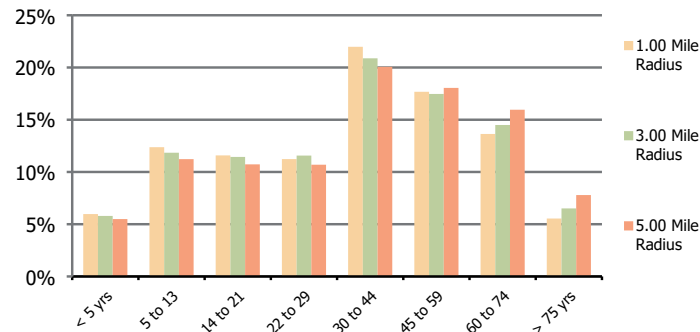
**Felicita Town Center**  
Escondido, CA

**1.00 Mile Radius**

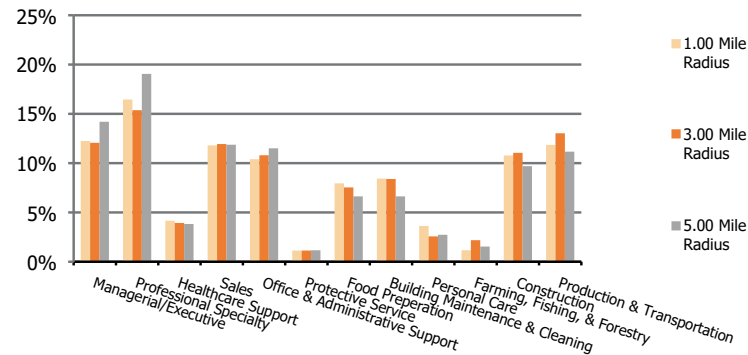
**3.00 Mile Radius**

**5.00 Mile Radius**

**Population by Age Range**



**Occupation**



<b>Population</b>	Current Estimated Population	18,031	109,178	194,356
	2010 Census Population	18,096	98,418	146,869
	2000 Census Population	16,185	95,051	138,699
	Historical Annual Growth 2000 to 2010	1.1%	0.3%	0.6%
	Estimated Annual Growth 2010 to 2023	0.0%	0.8%	2.1%
	Projected Annual Growth 2023 to 2028	0.2%	0.4%	0.4%
<b>Ethnic</b>	Hispanic or Latino Population	52%	54%	45%
	Non Hispanic or Latino Population	48%	46%	55%
<b>Race</b>	White	43.3%	41.6%	46.6%
	Black or African American	2.0%	2.2%	2.3%
	Asian & Pacific Islander	6.9%	6.4%	9.0%
	Other Races	47.8%	49.8%	42.1%