

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 33.102868 Longitude: -117.073546

| Felicitia Plaza Escondido, CA | | 5.00 Minute Drivetime | 10.00 Minute Drivetime | 20.00 Minute Drivetime |
|----------------------------------|---------------------------------------|--------------------------|---------------------------|---------------------------|
| Population | Current Year Estimated Population | 62,597 | 199,505 | 541,397 |
| | Population Est 23Q1 | 62,573 | 199,455 | 541,305 |
| | Population Est 22Q4 | 62,806 | 200,002 | 541,977 |
| | Population Est 22Q3 | 62,660 | 199,617 | 540,505 |
| | Population Est 22Q2 | 62,697 | 199,389 | 540,709 |
| | Population Est 22Q1 | 62,858 | 199,978 | 542,346 |
| | Population Est 21Q4 | 62,521 | 199,441 | 542,331 |
| | Population Est 21Q3 | 62,612 | 199,496 | 542,142 |
| | Population Est 21Q2 | 62,671 | 199,655 | 541,821 |
| | Population Fcst | 63,797 | 202,818 | 552,738 |
| | 2010 Census Population | 60,409 | 193,405 | 500,657 |
| | 2000 Census Population | 59,174 | 180,508 | 429,743 |
| | 1990 Census Population | 47,130 | 150,464 | 345,893 |
| | Current Year Daytime Population | 67,967 | 201,262 | 615,812 |
| | Average Seasonal Population | 219 | 1,255 | 4,329 |
| | Historical Annual Growth, 1990 – 2000 | 2.30% | 1.84% | 2.19% |
| | Historical Annual Growth, 2000 – 2010 | 0.21% | 0.69% | 1.54% |
| | Estimated Annual Growth, 2010 – CY | 0.25% | 0.22% | 0.55% |
| | Projected Annual Growth, CY to Y5 | 0.38% | 0.33% | 0.42% |
| | Group Qtrs Est | 1,321 | 2,745 | 8,763 |
| | Transient Est Average Last 4 Qtrs | 959 | 5,405 | 14,332 |
| Households | Current Year Estimated Households | 19,830 | 66,807 | 182,539 |
| | Households Est 23Q1 | 19,801 | 66,743 | 182,424 |
| | Households Est 22Q4 | 19,881 | 66,938 | 182,673 |
| | Households Est 22Q3 | 19,836 | 66,805 | 182,188 |
| | Households Est 22Q2 | 19,857 | 66,724 | 182,255 |
| | Households Est 22Q1 | 19,906 | 66,930 | 182,821 |
| | Households Est 21Q4 | 19,799 | 66,760 | 182,817 |
| | Households Est 21Q3 | 19,829 | 66,782 | 182,773 |
| | Households Est 21Q2 | 19,850 | 66,840 | 182,668 |
| | Households Fcst | 20,212 | 67,910 | 186,365 |
| | 2010 Census Households | 18,530 | 64,967 | 170,083 |
| | 2000 Census Households | 18,428 | 62,421 | 148,351 |
| | 1990 Census Households | 16,154 | 55,401 | 123,269 |
| | Historical Annual Growth, 1990 – 2000 | 1.33% | 1.20% | 1.87% |
| | Historical Annual Growth, 2000 – 2010 | 0.06% | 0.40% | 1.38% |
| | Estimated Annual Growth, 2010 – CY | 0.48% | 0.20% | 0.50% |
| | Projected Annual Growth, CY to Y5 | 0.38% | 0.33% | 0.42% |
| | Population per Household | 3.09 | 2.95 | 2.92 |

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

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| Felicitia Plaza Escondido, CA | | 5.00 Minute Drivetime | 10.00 Minute Drivetime | 20.00 Minute Drivetime |
|----------------------------------|--|--------------------------|---------------------------|---------------------------|
| Income | HH Income \$500,000 or more | 2.9% | 3.2% | 4.7% |
| | HH Income \$250,000 to \$499,999 | 3.5% | 3.8% | 5.6% |
| | HH Income \$200,000 to \$249,999 | 8.1% | 8.9% | 13.2% |
| | HH Income \$175,000 to \$199,999 | 3.8% | 4.8% | 6.1% |
| | HH Income \$150,000 to \$174,999 | 6.1% | 7.4% | 8.6% |
| | HH Income \$100,000 to 149,999 | 15.5% | 18.2% | 18.7% |
| | HH Income \$75,000 to 99,999 | 11.6% | 11.7% | 10.9% |
| | HH Income \$50,000 to 74,999 | 16.2% | 14.7% | 12.1% |
| | HH Income \$35,000 to 49,999 | 9.1% | 8.0% | 6.1% |
| | HH Income \$25,000 to 34,999 | 7.4% | 5.8% | 4.6% |
| | HH Income \$15,000 to 24,999 | 6.7% | 5.8% | 4.2% |
| | HH Income \$0 to 14,999 | 9.1% | 7.6% | 5.2% |
| | Average Household Income | \$109,263 | \$119,189 | \$150,786 |
| | Median Household Income | \$77,866 | \$90,934 | \$116,936 |
| | Per Capita Income | \$35,199 | \$40,348 | \$51,362 |
| | Average Disposable Income | \$86,161 | \$93,361 | \$110,417 |
| | Median Disposable Income | \$67,410 | \$78,315 | \$97,377 |
| | Discretionary HH Income Over \$150,000 | 3.9% | 4.4% | 7.8% |
| | Discretionary HH Income \$125,000 to \$149,999 | 7.3% | 8.6% | 12.9% |
| | Discretionary HH Income \$100,000 to \$124,999 | 6.7% | 8.3% | 11.0% |
| | Discretionary HH Income \$75,000 to \$99,999 | 10.1% | 12.4% | 14.3% |
| | Discretionary HH Income \$50,000 to \$74,999 | 15.1% | 16.8% | 17.3% |
| | Discretionary HH Income \$25,000 to \$49,999 | 24.1% | 23.5% | 19.2% |
| | Discretionary HH Income Under \$25,000 | 32.8% | 26.0% | 17.5% |
| | Average Discretionary HH Income | \$54,170 | \$61,200 | \$75,278 |
| | Median Discretionary HH Income | \$40,560 | \$50,711 | \$69,821 |
| | Householder White – Count | 7,492 | 31,208 | 89,868 |
| | Median HH Income | \$104,041 | \$106,072 | \$125,741 |
| | Average HH Income | \$108,212 | \$108,757 | \$121,412 |
| | Householder Black or African-American – Count | 592 | 1,431 | 3,884 |
| | Median HH Income | \$53,522 | \$56,015 | \$87,395 |
| | Average HH Income | \$69,561 | \$77,675 | \$96,827 |
| | Householder Hispanic – Count | 8,298 | 21,669 | 39,539 |
| | Median HH Income | \$64,897 | \$73,290 | \$84,633 |
| | Average HH Income | \$77,200 | \$84,294 | \$95,148 |
| | Householder Asian or Pacific Islander – Count | 880 | 4,688 | 29,458 |
| | Median HH Income | \$124,561 | \$124,806 | \$151,316 |
| | Average HH Income | \$119,428 | \$121,456 | \$134,687 |
| | Householder Other or Pacific Islander – Count | 2,569 | 7,810 | 19,790 |
| | Median HH Income | \$77,053 | \$98,891 | \$112,604 |
| | Average HH Income | \$93,201 | \$104,541 | \$114,824 |

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| Felicitia Plaza Escondido, CA | | 5.00 Minute Drivetime | 10.00 Minute Drivetime | 20.00 Minute Drivetime |
|----------------------------------|---------------------------|--------------------------|---------------------------|---------------------------|
| Gender | Male Population | 31,033 | 97,637 | 265,867 |
| | Female Population | 31,564 | 101,868 | 275,530 |
| Total Population by Age | Count of Pop 0 to 4 years | 3,662 | 10,601 | 27,214 |
| | Count of Pop 0 to 7 years | 5,412 | 15,717 | 40,881 |
| | Count of Pop 5 - 13 | 7,456 | 21,684 | 58,227 |
| | Count of Pop 14 - 18 | 3,571 | 10,533 | 29,641 |
| | Count of Pop 19 - 22 | 3,561 | 10,547 | 29,990 |
| | Count of Pop 22 - 25 | 2,630 | 7,818 | 22,302 |
| | Count of Pop 25 - 29 | 4,570 | 12,939 | 33,208 |
| | Count of Pop 30 - 34 | 4,736 | 13,308 | 32,289 |
| | Count of Pop 35 - 39 | 4,663 | 13,445 | 34,174 |
| | Count of Pop 40 - 44 | 4,292 | 13,210 | 36,497 |
| | Count of Pop 45 - 59 | 10,740 | 35,563 | 104,832 |
| | Count of Pop 60 - 74 | 8,843 | 32,742 | 89,562 |
| | Count of Pop 75 - 84 | 2,608 | 11,665 | 30,958 |
| | Count of Pop 85+ | 1,264 | 5,450 | 12,505 |
| | % of Pop 0 to 4 years | 5.8% | 5.3% | 5.0% |
| | % of Pop 0 to 7 years | 8.6% | 7.9% | 7.6% |
| | % of Pop 5 - 13 | 11.9% | 10.9% | 10.8% |
| | % of Pop 14 - 18 | 5.7% | 5.3% | 5.5% |
| | % of Pop 19 - 22 | 5.7% | 5.3% | 5.5% |
| | % of Pop 22 - 25 | 4.2% | 3.9% | 4.1% |
| | % of Pop 25 - 29 | 7.3% | 6.5% | 6.1% |
| | % of Pop 30 - 34 | 7.6% | 6.7% | 6.0% |
| | % of Pop 35 - 39 | 7.5% | 6.7% | 6.3% |
| | % of Pop 40 - 44 | 6.9% | 6.6% | 6.7% |
| | % of Pop 45 - 59 | 17.2% | 17.8% | 19.4% |
| | % of Pop 60 - 74 | 14.1% | 16.4% | 16.5% |
| | % of Pop 75 - 84 | 4.2% | 5.8% | 5.7% |
| | % of Pop 85+ | 2.0% | 2.7% | 2.3% |
| | Median Age | 36.2 | 39.6 | 40.5 |
| | Average Age | 38.0 | 40.7 | 40.8 |
| Male Population by Age | % of Pop 0 to 4 years | 6.0% | 5.6% | 5.2% |
| | % of Pop 5 - 13 | 12.3% | 11.4% | 11.2% |
| | % of Pop 14 - 18 | 5.9% | 5.5% | 5.7% |
| | % of Pop 19 - 22 | 5.9% | 5.6% | 5.8% |
| | % of Pop 22 - 25 | 4.4% | 4.1% | 4.4% |
| | % of Pop 25 - 29 | 7.6% | 6.8% | 6.5% |
| | % of Pop 30 - 34 | 7.7% | 6.9% | 6.3% |
| | % of Pop 35 - 39 | 7.6% | 6.9% | 6.3% |
| | % of Pop 40 - 44 | 6.8% | 6.6% | 6.7% |
| | % of Pop 45 - 59 | 17.0% | 17.6% | 19.1% |
| | % of Pop 75 - 84 | 3.7% | 5.1% | 5.1% |
| | % of Pop 60 - 74 | 13.7% | 15.8% | 15.9% |
| | % of Pop 85+ | 1.4% | 2.0% | 1.7% |
| | Median Age | 35.1 | 37.9 | 38.8 |
| | Average Age | 37.0 | 39.4 | 39.6 |

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|----------------------------------|---|--------------------------|---------------------------|---------------------------|
| | % of Pop 0 to 4 years | 5.7% | 5.1% | 4.8% |
| | % of Pop 5 - 13 | 11.5% | 10.3% | 10.3% |
| | % of Pop 14 - 18 | 5.5% | 5.0% | 5.3% |
| | % of Pop 19 - 22 | 5.5% | 5.0% | 5.3% |
| | % of Pop 22 - 25 | 4.0% | 3.7% | 3.9% |
| | % of Pop 25 - 29 | 7.0% | 6.1% | 5.8% |
| | % of Pop 30 - 34 | 7.4% | 6.4% | 5.7% |
| | % of Pop 35 - 39 | 7.3% | 6.6% | 6.3% |
| | % of Pop 40 - 44 | 6.9% | 6.6% | 6.8% |
| | % of Pop 45 - 59 | 17.3% | 18.0% | 19.6% |
| | % of Pop 60 - 74 | 14.5% | 17.0% | 17.1% |
| | % of Pop 75 - 84 | 4.6% | 6.5% | 6.3% |
| | % of Pop 85+ | 2.6% | 3.4% | 2.9% |
| | Median Age | 37.3 | 41.3 | 42.0 |
| | Average Age | 38.9 | 42.0 | 41.9 |
| Race | Count of White | 29,065 | 103,601 | 282,969 |
| | Count of Black or African-American | 1,527 | 4,480 | 12,729 |
| | Count of Asian or Pacific Islander | 3,701 | 17,789 | 99,516 |
| | Count of Other races | 28,304 | 73,636 | 146,183 |
| | White | 46.4% | 51.9% | 52.3% |
| | Black or African American | 2.4% | 2.2% | 2.4% |
| | Asian | 5.9% | 8.9% | 18.4% |
| | Other Races | 45.2% | 36.9% | 27.0% |
| Language Spoken | Speak English at Home | 59.5% | 63.4% | 64.4% |
| | Speak Spanish at Home | 34.7% | 28.3% | 18.6% |
| | Speak French or French Creole at Home | 0.1% | 0.2% | 0.2% |
| | Speak German at Home | 0.4% | 0.3% | 0.4% |
| | Speak Other Indo-European Languages at Home | 0.8% | 1.5% | 3.7% |
| | Speak Russian and Other Slavic Languages at Home | 0.8% | 0.7% | 1.0% |
| | Speak Chinese at Home | 0.4% | 1.0% | 2.8% |
| | Speak Korean at Home | 0.1% | 0.5% | 1.1% |
| | Speak Vietnamese at Home | 0.8% | 0.8% | 1.8% |
| | Speak Other Asian Languages at Home | 0.5% | 0.9% | 2.2% |
| | Speak Tagalog and Other Pacific Languages at Home | 1.1% | 1.7% | 2.8% |
| | Speak Other Language at Home | 0.9% | 0.5% | 1.0% |
| | | | | |
| Hispanic | Hispanic Population | 33,879 | 87,349 | 159,219 |
| | Hispanic Population Percent | 54.1% | 43.8% | 29.4% |
| | Mexican | 87.3% | 87.5% | 84.5% |
| | Puerto Rican | 1.1% | 1.4% | 2.0% |
| | Cuban | 0.1% | 0.3% | 0.6% |
| | Dominican | 0.1% | 0.1% | 0.1% |
| | Central American | 5.2% | 4.6% | 4.4% |
| | South American | 1.7% | 1.9% | 3.2% |
| | Other Hispanic | 4.5% | 4.2% | 5.1% |
| | 2000 Hispanic Population Percent | 46% | 31% | 23% |
| | 1990 Hispanic Population Percent | 30% | 19% | 15% |
| | | | | |

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|----------------------------------|--|--------------------------|---------------------------|---------------------------|
| Ancestry | American (percent of total population) | 1.6% | 2.0% | 2.1% |
| | American | 1.0% | 1.5% | 1.6% |
| | Native American (ie. Indian/Eskimo) | 0.4% | 0.3% | 0.3% |
| | Hawaiian/Pacific Islander | 0.2% | 0.2% | 0.3% |
| | Asian (percent of total population) | 5.7% | 8.7% | 18.2% |
| | Chinese | 0.6% | 1.6% | 3.4% |
| | Japanese | 0.3% | 0.5% | 0.8% |
| | Korean | 0.6% | 0.8% | 1.3% |
| | South Central Asian (ie. Indian) | 0.5% | 1.1% | 4.1% |
| | South East Asian (ie. Vietnamese) | 3.3% | 4.3% | 7.8% |
| | Other Asian | 0.4% | 0.5% | 0.8% |
| | European (percent of total population) | 12.5% | 17.8% | 19.8% |
| | British | 2.4% | 3.5% | 3.7% |
| | Dutch | 0.4% | 0.5% | 0.4% |
| | French | 0.5% | 0.7% | 0.8% |
| | German | 2.9% | 3.8% | 4.1% |
| | Italian | 1.1% | 1.6% | 1.7% |
| | Polish | 0.5% | 0.7% | 0.8% |
| | Scandinavian | 1.1% | 1.5% | 1.6% |
| | Scotch/Irish | 2.5% | 3.3% | 3.9% |
| | Other European (ie. Greek/Russian) | 1.2% | 2.1% | 2.7% |
| | Middle Eastern | 0.7% | 0.7% | 1.3% |
| | Other Ancestry | 18.6% | 18.9% | 20.4% |
| | Unclassified Ancestry | 6.7% | 8.1% | 8.9% |
| Education (Age 25+) | Adult Population (25 Years or Older) | 41,717 | 138,322 | 374,024 |
| | Elementary (0 to 8) | 15.4% | 10.6% | 6.5% |
| | Some High School (9 to 11) | 6.3% | 5.3% | 4.0% |
| | High School Graduate (12) | 22.4% | 20.2% | 15.5% |
| | Some College (13 to 16) | 20.7% | 22.2% | 19.6% |
| | Associates Degree Only | 7.4% | 8.1% | 8.0% |
| | Bachelors Degree Only | 18.6% | 21.1% | 27.3% |
| | Graduate Degree | 9.3% | 12.5% | 19.1% |
| | % College (4+) | 27.9% | 33.6% | 46.4% |
| Household Type | Total Households – count | 19,830 | 66,807 | 182,539 |
| | One Person HHs – count | 3,775 | 13,588 | 33,101 |
| | Family HHs – count | 14,458 | 48,334 | 137,067 |
| | Married Couple – count | 9,950 | 35,622 | 107,181 |
| | w/own children – count | 4,599 | 14,651 | 47,277 |
| | w/out own children – count | 5,351 | 20,972 | 59,904 |
| | Male Householder – count | 1,574 | 4,429 | 9,786 |
| | Female Householder – count | 2,934 | 8,283 | 20,100 |
| | Non-Family Households – count | 1,598 | 4,885 | 12,372 |
| | 1 Person Household | 19.0% | 20.3% | 18.1% |
| | 2 Person Household | 28.1% | 30.6% | 30.8% |
| | 3 Person Household | 16.7% | 16.4% | 18.1% |
| | 4 Person Household | 16.3% | 15.7% | 18.1% |
| | 5 Person Household | 10.4% | 8.9% | 8.5% |
| | 6 Person Household | 5.4% | 4.4% | 3.6% |
| | 7+ Person Household | 4.1% | 3.7% | 2.7% |
| | % Households With Children | 33.6% | 30.7% | 33.1% |

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|--|---|--------------------------|---------------------------|---------------------------|
| Housing | Total Housing Units | 20,592 | 69,350 | 189,175 |
| | Owner Occupied Percent | 42.1% | 54.5% | 60.4% |
| | Renter Occupied Percent | 54.2% | 41.9% | 36.1% |
| | Vacant Housing Percent | 3.7% | 3.7% | 3.5% |
| | Total Housing Units (Census 2000) | 19,003 | 64,414 | 153,020 |
| Home Value (Owner Occupied) | Property Value \$1,000,000 or more | 37.8% | 32.8% | 44.9% |
| | Property Value \$750,000 to \$999,999 | 21.3% | 23.9% | 19.5% |
| | Property Value \$500,000 to \$749,999 | 21.3% | 20.3% | 14.1% |
| | Property Value \$400,000 to \$499,999 | 6.0% | 4.6% | 2.8% |
| | Property Value \$300,000, to \$399,999 | 4.0% | 3.3% | 2.2% |
| | Property Value \$200,000 to \$299,999 | 1.8% | 2.2% | 1.6% |
| | Property Value \$150,000 to \$199,999 | 0.7% | 1.4% | 0.9% |
| | Property Value \$100,000 to \$149,999 | 1.2% | 1.5% | 1.0% |
| | Property Value \$60,000 to \$99,999 | 0.5% | 1.3% | 0.8% |
| | Property Value \$40,000 to \$59,999 | 0.1% | 0.2% | 0.2% |
| | Property Value \$0 to \$39,999 | 1.3% | 1.1% | 0.9% |
| | Median Home Value | \$881,132 | \$858,447 | \$1,014,164 |
| | | | | |
| Wealth per Household | \$0 and under - percent | 19.0% | 17.7% | 16.7% |
| | \$1 to \$4999 - percent | 10.0% | 8.9% | 7.9% |
| | \$5k to \$9999 - percent | 5.1% | 4.6% | 4.3% |
| | \$10k to \$24999 - percent | 6.7% | 6.4% | 6.1% |
| | \$25k to \$49999 - percent | 6.8% | 6.8% | 6.7% |
| | \$50k to \$99999 - percent | 9.9% | 10.0% | 10.0% |
| | \$100k to \$249999 - percent | 17.0% | 17.7% | 18.1% |
| | \$250k to \$499999 - percent | 12.1% | 13.0% | 13.8% |
| | \$500k+ - percent | 13.3% | 14.8% | 16.4% |
| | Median HH Wealth | \$61,931 | \$78,053 | \$92,002 |
| | Avg HH Wealth | \$220,195 | \$239,822 | \$259,595 |
| | | | | |
| Economic Viability | Economic Viability Local | 293 | 290 | 292 |
| | Economic Viability Indexed | 108 | 107 | 108 |
| Occupation (Employed Civilians Age 16+) | Employed Civilian Pop 16+ by Occupation | 30,409 | 98,149 | 276,107 |
| | Managerial/Executive | 15.6% | 16.2% | 19.9% |
| | Professional Specialty | 17.7% | 21.9% | 29.9% |
| | Healthcare Support | 3.6% | 3.8% | 3.1% |
| | Sales | 9.5% | 9.6% | 9.4% |
| | Office & Administrative Support | 11.4% | 11.4% | 9.6% |
| | Protective Service | 0.8% | 1.0% | 1.2% |
| | Food Preperation | 6.8% | 5.8% | 4.5% |
| | Building Maintenance & Cleaning | 8.1% | 6.0% | 3.8% |
| | Personal Care | 2.4% | 2.8% | 2.9% |
| | Farming, Fishing, & Forestry | 1.1% | 1.1% | 0.6% |
| | Construction | 10.4% | 9.0% | 6.4% |
| | Production & Transportation | 12.5% | 11.4% | 8.6% |
| | Percent White Collar Workers | 57.9% | 62.9% | 72.0% |
| | Percent Blue Collar Workers | 42.1% | 37.1% | 28.0% |
| | | | | |
| | | | | |

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|----------------------------------|---------------------------------|--------------------------|---------------------------|---------------------------|
| | Agriculture/Mining/Construction | 12.4% | 10.2% | 7.4% |
| | Manufacturing | 9.7% | 11.0% | 12.9% |
| | Transportation | 4.0% | 3.9% | 3.7% |
| | Information | 1.4% | 1.7% | 2.4% |
| | Wholesale/Retail | 14.7% | 13.4% | 12.3% |
| | Finance, Insurance, Real Estate | 5.0% | 5.5% | 6.0% |
| | Professional Services | 6.7% | 9.2% | 12.6% |
| | Management Services | 0.2% | 0.2% | 0.3% |
| | Administrative/Waste Services | 7.6% | 6.0% | 4.4% |
| | Educational Services | 18.6% | 20.2% | 21.1% |
| | Entertainment Services | 11.5% | 10.5% | 8.9% |
| | Other Professional Services | 6.1% | 5.5% | 4.6% |
| | Public Administration | 2.1% | 2.7% | 3.5% |
| | | | | |
| Vehicles per HH | No Vehicles | 7.2% | 6.5% | 4.2% |
| | 1 Vehicle | 27.6% | 27.2% | 25.4% |
| | 2 Vehicles | 39.8% | 39.3% | 42.7% |
| | 3 or more vehicles | 25.4% | 27.0% | 27.7% |
| | Average Number of Vehicles | 1.96 | 2.01 | 2.07 |
| Change | Births (last 12 months) | 689 | 1,987 | 5,170 |
| | Deaths (last 12 months) | 386 | 1,600 | 4,116 |
| | Migration (last 12 months) | -361 | -157 | -131 |
| Work place | Workplace Establishments | 3,344 | 7,543 | 18,800 |
| | Workplace Employees (FTE) | 32,268 | 72,818 | 194,107 |