

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	19,580	114,921	193,148
	Population Est 23Q1	19,550	114,917	193,117
	Population Est 22Q4	19,667	115,235	193,586
	Population Est 22Q3	19,600	115,023	193,239
	Population Est 22Q2	19,660	115,025	193,271
	Population Est 22Q1	19,736	115,293	193,813
	Population Est 21Q4	19,574	114,835	193,192
	Population Est 21Q3	19,611	114,911	193,244
	Population Est 21Q2	19,635	115,005	193,386
	Population Fcst	19,969	116,957	196,432
	2010 Census Population	19,821	111,943	184,849
	2000 Census Population	17,856	107,259	169,812
	1990 Census Population	16,047	90,180	142,527
	Current Year Daytime Population	13,688	118,560	188,701
	Average Seasonal Population	105	398	1,109
	Historical Annual Growth, 1990 – 2000	1.07%	1.75%	1.77%
	Historical Annual Growth, 2000 – 2010	1.05%	0.43%	0.85%
	Estimated Annual Growth, 2010 – CY	-0.09%	0.18%	0.31%
	Projected Annual Growth, CY to Y5	0.39%	0.35%	0.34%
	Group Qtrs Est	281	1,842	2,533
	Transient Est Average Last 4 Qtrs	13	1,529	3,101
Households	Current Year Estimated Households	5,937	36,444	63,640
	Households Est 23Q1	5,919	36,405	63,584
	Households Est 22Q4	5,958	36,513	63,743
	Households Est 22Q3	5,938	36,446	63,630
	Households Est 22Q2	5,957	36,457	63,642
	Households Est 22Q1	5,980	36,544	63,821
	Households Est 21Q4	5,931	36,396	63,620
	Households Est 21Q3	5,942	36,424	63,637
	Households Est 21Q2	5,951	36,457	63,690
	Households Fcst	6,057	37,101	64,731
	2010 Census Households	5,913	34,580	60,704
	2000 Census Households	5,609	33,923	57,460
	1990 Census Households	5,414	31,537	51,493
	Historical Annual Growth, 1990 – 2000	0.36%	0.73%	1.10%
	Historical Annual Growth, 2000 – 2010	0.53%	0.19%	0.55%
	Estimated Annual Growth, 2010 – CY	0.03%	0.37%	0.33%
	Projected Annual Growth, CY to Y5	0.40%	0.36%	0.34%
	Population per Household	3.25	3.10	3.00

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

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	3.2%	2.7%	3.1%
	HH Income \$250,000 to \$499,999	3.8%	3.2%	3.7%
	HH Income \$200,000 to \$249,999	8.8%	7.5%	8.7%
	HH Income \$175,000 to \$199,999	4.4%	3.8%	4.7%
	HH Income \$150,000 to \$174,999	6.9%	6.0%	7.2%
	HH Income \$100,000 to 149,999	17.3%	15.7%	18.0%
	HH Income \$75,000 to 99,999	11.5%	12.8%	12.0%
	HH Income \$50,000 to 74,999	13.9%	16.2%	14.7%
	HH Income \$35,000 to 49,999	9.0%	9.1%	8.2%
	HH Income \$25,000 to 34,999	7.0%	6.9%	5.8%
	HH Income \$15,000 to 24,999	7.0%	6.9%	6.0%
	HH Income \$0 to 14,999	7.4%	9.1%	7.9%
	Average Household Income	\$114,309	\$106,832	\$118,599
	Median Household Income	\$86,345	\$78,136	\$89,218
	Per Capita Income	\$35,081	\$34,336	\$39,464
	Average Disposable Income	\$90,826	\$84,559	\$92,173
	Median Disposable Income	\$74,470	\$67,562	\$76,890
	Discretionary HH Income Over \$150,000	3.0%	3.2%	4.3%
	Discretionary HH Income \$125,000 to \$149,999	9.1%	7.0%	8.3%
	Discretionary HH Income \$100,000 to \$124,999	8.0%	6.3%	7.9%
	Discretionary HH Income \$75,000 to \$99,999	11.6%	9.9%	12.2%
	Discretionary HH Income \$50,000 to \$74,999	16.9%	14.9%	16.9%
	Discretionary HH Income \$25,000 to \$49,999	21.6%	25.7%	23.7%
	Discretionary HH Income Under \$25,000	29.9%	33.0%	26.7%
	Average Discretionary HH Income	\$57,964	\$52,961	\$60,164
	Median Discretionary HH Income	\$48,116	\$40,185	\$49,542
	Householder White – Count	2,134	14,138	29,167
	Median HH Income	\$121,817	\$98,448	\$104,084
	Average HH Income	\$117,308	\$105,149	\$107,727
	Householder Black or African-American – Count	208	990	1,337
	Median HH Income	\$90,833	\$42,713	\$54,270
	Average HH Income	\$95,095	\$63,652	\$74,258
	Householder Hispanic – Count	2,352	15,520	21,722
	Median HH Income	\$68,524	\$66,705	\$73,177
	Average HH Income	\$79,578	\$77,927	\$84,261
	Householder Asian or Pacific Islander – Count	285	1,557	3,706
	Median HH Income	\$133,076	\$117,470	\$126,227
	Average HH Income	\$123,955	\$115,696	\$121,591
	Householder Other or Pacific Islander – Count	958	4,239	7,708
	Median HH Income	\$73,930	\$78,073	\$98,611
	Average HH Income	\$90,683	\$92,049	\$103,845

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	9,745	56,845	94,820
	Female Population	9,836	58,076	98,327
Total Population by Age	Count of Pop 0 to 4 years	1,146	6,531	10,400
	Count of Pop 0 to 7 years	1,719	9,554	15,372
	Count of Pop 5 - 13	2,393	13,200	21,189
	Count of Pop 14 - 18	1,152	6,513	10,303
	Count of Pop 19 - 22	1,137	6,553	10,411
	Count of Pop 22 - 25	832	4,860	7,773
	Count of Pop 25 - 29	1,362	8,256	12,896
	Count of Pop 30 - 34	1,440	8,436	13,041
	Count of Pop 35 - 39	1,509	8,115	13,053
	Count of Pop 40 - 44	1,376	7,629	12,737
	Count of Pop 45 - 59	3,452	19,917	34,441
	Count of Pop 60 - 74	2,733	17,099	31,390
	Count of Pop 75 - 84	694	5,326	10,714
	Count of Pop 85+	354	2,486	4,801
	% of Pop 0 to 4 years	5.9%	5.7%	5.4%
	% of Pop 0 to 7 years	8.8%	8.3%	8.0%
	% of Pop 5 - 13	12.2%	11.5%	11.0%
	% of Pop 14 - 18	5.9%	5.7%	5.3%
	% of Pop 19 - 22	5.8%	5.7%	5.4%
	% of Pop 22 - 25	4.2%	4.2%	4.0%
	% of Pop 25 - 29	7.0%	7.2%	6.7%
	% of Pop 30 - 34	7.4%	7.3%	6.8%
	% of Pop 35 - 39	7.7%	7.1%	6.8%
	% of Pop 40 - 44	7.0%	6.6%	6.6%
	% of Pop 45 - 59	17.6%	17.3%	17.8%
	% of Pop 60 - 74	14.0%	14.9%	16.3%
	% of Pop 75 - 84	3.5%	4.6%	5.5%
	% of Pop 85+	1.8%	2.2%	2.5%
	Median Age	36.1	36.9	39.0
	Average Age	37.5	38.7	40.3
Male Population by Age	% of Pop 0 to 4 years	6.0%	5.9%	5.6%
	% of Pop 5 - 13	12.9%	11.9%	11.5%
	% of Pop 14 - 18	6.0%	5.9%	5.6%
	% of Pop 19 - 22	5.9%	5.9%	5.6%
	% of Pop 22 - 25	4.4%	4.4%	4.2%
	% of Pop 25 - 29	7.3%	7.5%	7.0%
	% of Pop 30 - 34	7.4%	7.5%	7.0%
	% of Pop 35 - 39	7.8%	7.2%	6.9%
	% of Pop 40 - 44	7.0%	6.6%	6.6%
	% of Pop 45 - 59	17.3%	17.1%	17.6%
	% of Pop 75 - 84	3.1%	4.1%	4.9%
	% of Pop 60 - 74	13.6%	14.4%	15.7%
	% of Pop 85+	1.3%	1.5%	1.8%
	Median Age	35.0	35.7	37.5
	Average Age	36.6	37.7	39.0

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	% of Pop 0 to 4 years	5.7%	5.5%	5.2%
	% of Pop 5 - 13	11.5%	11.1%	10.5%
	% of Pop 14 - 18	5.8%	5.5%	5.1%
	% of Pop 19 - 22	5.7%	5.5%	5.2%
	% of Pop 22 - 25	4.1%	4.0%	3.8%
	% of Pop 25 - 29	6.6%	6.9%	6.4%
	% of Pop 30 - 34	7.3%	7.2%	6.5%
	% of Pop 35 - 39	7.6%	7.0%	6.6%
	% of Pop 40 - 44	7.0%	6.7%	6.6%
	% of Pop 45 - 59	18.0%	17.6%	18.0%
	% of Pop 60 - 74	14.3%	15.3%	16.8%
	% of Pop 75 - 84	4.0%	5.1%	6.2%
	% of Pop 85+	2.3%	2.8%	3.1%
	Median Age	37.2	38.2	40.6
	Average Age	38.5	39.7	41.4
Race	Count of White	8,803	54,172	100,074
	Count of Black or African-American	481	2,741	4,248
	Count of Asian or Pacific Islander	1,163	6,938	15,372
	Count of Other races	9,133	51,070	73,453
	White	45.0%	47.1%	51.8%
	Black or African American	2.5%	2.4%	2.2%
	Asian	5.9%	6.0%	8.0%
	Other Races	46.6%	44.4%	38.0%
Language Spoken	Speak English at Home	61.5%	58.1%	63.1%
	Speak Spanish at Home	32.7%	36.2%	29.7%
	Speak French or French Creole at Home	0.1%	0.2%	0.2%
	Speak German at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	0.5%	0.6%	1.2%
	Speak Russian and Other Slavic Languages at Home	1.2%	0.5%	0.7%
	Speak Chinese at Home	0.4%	0.4%	0.8%
	Speak Korean at Home	0.1%	0.2%	0.4%
	Speak Vietnamese at Home	1.3%	0.9%	0.8%
	Speak Other Asian Languages at Home	0.2%	0.7%	0.8%
	Speak Tagalog and Other Pacific Languages at Home	0.8%	1.3%	1.6%
	Speak Other Language at Home	1.2%	0.6%	0.5%
Hispanic	Hispanic Population	10,324	62,424	87,805
	Hispanic Population Percent	52.7%	54.3%	45.5%
	Mexican	86.9%	87.9%	87.7%
	Puerto Rican	1.0%	1.1%	1.3%
	Cuban	0.0%	0.1%	0.3%
	Dominican	0.0%	0.1%	0.1%
	Central American	4.2%	4.8%	4.6%
	South American	1.5%	1.9%	1.8%
	Other Hispanic	6.2%	4.0%	4.2%
	2000 Hispanic Population Percent	40%	43%	33%
	1990 Hispanic Population Percent	27%	26%	20%

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	1.6%	1.6%	1.9%
	American	1.0%	1.1%	1.4%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.3%	0.2%	0.2%
	Asian (percent of total population)	5.8%	5.8%	7.8%
	Chinese	0.5%	0.6%	1.2%
	Japanese	0.4%	0.4%	0.5%
	Korean	0.3%	0.6%	0.7%
	South Central Asian (ie. Indian)	0.4%	0.4%	0.9%
	South East Asian (ie. Vietnamese)	3.8%	3.4%	4.0%
	Other Asian	0.5%	0.4%	0.5%
	European (percent of total population)	11.8%	13.3%	17.0%
	British	2.1%	2.7%	3.3%
	Dutch	0.4%	0.4%	0.5%
	French	0.4%	0.5%	0.7%
	German	2.8%	3.0%	3.7%
	Italian	1.0%	1.2%	1.5%
	Polish	0.6%	0.5%	0.7%
	Scandinavian	1.1%	1.2%	1.4%
	Scotch/Irish	2.2%	2.7%	3.2%
	Other European (ie. Greek/Russian)	1.1%	1.2%	2.0%
	Middle Eastern	0.5%	0.6%	0.7%
	Other Ancestry	20.4%	17.6%	19.0%
	Unclassified Ancestry	7.2%	6.8%	8.2%
Education (Age 25+)	Adult Population (25 Years or Older)	12,921	77,264	133,072
	Elementary (0 to 8)	14.0%	15.2%	11.0%
	Some High School (9 to 11)	4.8%	6.8%	5.6%
	High School Graduate (12)	21.7%	22.4%	21.1%
	Some College (13 to 16)	19.9%	21.5%	22.8%
	Associates Degree Only	8.2%	7.7%	8.1%
	Bachelors Degree Only	21.8%	17.3%	20.0%
	Graduate Degree	9.6%	9.1%	11.4%
	% College (4+)	31.4%	26.4%	31.5%
Household Type	Total Households – count	5,937	36,444	63,640
	One Person HHs – count	892	6,908	12,530
	Family HHs – count	4,534	26,892	46,342
	Married Couple – count	3,000	18,584	34,002
	w/own children – count	1,466	8,331	14,022
	w/out own children – count	1,534	10,254	19,980
	Male Householder – count	622	2,764	4,332
	Female Householder – count	912	5,544	8,008
	Non-Family Households – count	510	2,644	4,768
	1 Person Household	15.0%	19.0%	19.7%
	2 Person Household	27.2%	28.4%	30.1%
	3 Person Household	18.9%	16.5%	16.5%
	4 Person Household	16.6%	16.0%	15.9%
	5 Person Household	11.5%	10.4%	9.2%
	6 Person Household	6.5%	5.2%	4.7%
	7+ Person Household	4.2%	4.6%	4.0%
	% Households With Children	35.7%	33.5%	31.1%

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	6,142	37,782	66,001
	Owner Occupied Percent	48.1%	46.5%	55.0%
	Renter Occupied Percent	48.5%	49.9%	41.4%
	Vacant Housing Percent	3.3%	3.5%	3.6%
	Total Housing Units (Census 2000)	5,774	34,889	59,212
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	35.5%	34.0%	32.0%
	Property Value \$750,000 to \$999,999	25.7%	22.2%	23.9%
	Property Value \$500,000 to \$749,999	23.7%	19.8%	20.2%
	Property Value \$400,000 to \$499,999	6.0%	5.6%	4.6%
	Property Value \$300,000, to \$399,999	3.6%	4.4%	3.6%
	Property Value \$200,000 to \$299,999	1.7%	2.8%	2.4%
	Property Value \$150,000 to \$199,999	0.1%	1.3%	1.5%
	Property Value \$100,000 to \$149,999	1.2%	2.0%	1.6%
	Property Value \$60,000 to \$99,999	0.3%	1.8%	1.4%
	Property Value \$40,000 to \$59,999	0.0%	0.4%	0.3%
	Property Value \$0 to \$39,999	1.5%	1.2%	1.1%
	Median Home Value	\$862,926	\$844,782	\$850,884
Wealth per Household	\$0 and under - percent	18.5%	18.8%	17.8%
	\$1 to \$4999 - percent	9.5%	9.8%	9.0%
	\$5k to \$9999 - percent	4.9%	5.0%	4.7%
	\$10k to \$24999 - percent	6.6%	6.7%	6.4%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	10.0%	10.0%	10.1%
	\$100k to \$249999 - percent	17.3%	17.2%	17.7%
	\$250k to \$499999 - percent	12.5%	12.3%	12.9%
	\$500k+ - percent	13.9%	13.4%	14.6%
	Median HH Wealth	\$68,659	\$64,492	\$76,523
	Avg HH Wealth	\$228,229	\$222,300	\$237,407
Economic Viability	Economic Viability Local	285	293	290
	Economic Viability Indexed	105	108	107
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	9,969	55,772	95,052
	Managerial/Executive	13.9%	13.8%	16.0%
	Professional Specialty	20.8%	17.5%	20.5%
	Healthcare Support	3.5%	4.0%	3.9%
	Sales	9.5%	9.7%	10.0%
	Office & Administrative Support	12.3%	10.9%	11.5%
	Protective Service	0.9%	0.7%	0.9%
	Food Preparation	6.5%	6.5%	5.9%
	Building Maintenance & Cleaning	6.6%	7.9%	6.2%
	Personal Care	3.6%	2.4%	2.9%
	Farming, Fishing, & Forestry	0.9%	1.5%	1.2%
	Construction	10.1%	11.2%	9.5%
	Production & Transportation	11.5%	13.8%	11.5%
	Percent White Collar Workers	60.0%	55.9%	61.8%
	Percent Blue Collar Workers	40.0%	44.1%	38.2%

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
	Agriculture/Mining/Construction	11.9%	12.6%	10.9%
	Manufacturing	9.8%	10.9%	10.7%
	Transportation	3.6%	4.3%	4.0%
	Information	1.7%	1.2%	1.6%
	Wholesale/Retail	15.1%	15.1%	13.8%
	Finance, Insurance, Real Estate	5.5%	4.4%	5.4%
	Professional Services	6.0%	6.7%	8.6%
	Management Services	0.0%	0.1%	0.2%
	Administrative/Waste Services	6.9%	7.1%	6.2%
	Educational Services	20.6%	18.1%	19.8%
	Entertainment Services	11.1%	10.9%	10.6%
	Other Professional Services	5.3%	6.1%	5.5%
	Public Administration	2.6%	2.5%	2.7%
Vehicles per HH	No Vehicles	4.1%	8.2%	6.6%
	1 Vehicle	23.5%	26.3%	26.1%
	2 Vehicles	43.7%	39.1%	38.9%
	3 or more vehicles	28.8%	26.5%	28.4%
	Average Number of Vehicles	2.13	1.98	2.04
Change	Births (last 12 months)	215	1,241	1,956
	Deaths (last 12 months)	112	774	1,494
	Migration (last 12 months)	-164	-483	-470
Work place	Workplace Establishments	560	4,842	6,321
	Workplace Employees (FTE)	5,150	46,164	59,329