

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 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.

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.102868 Longitude: -117.073546

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	

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.102868 Longitude: -117.073546

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	

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.102868 Longitude: -117.073546

Felicitia Plaza Escondido, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% 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%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.102868 Longitude: -117.073546

Felicitia Plaza Escondido, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
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%	

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.102868 Longitude: -117.073546

Felicitia Plaza Escondido, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
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	\$905,462	\$896,910	\$1,065,703
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 Preparation	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%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 33.102868 Longitude: -117.073546

Felicitia Plaza Escondido, CA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	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