

Escondido Promenade
 1200 Auto Park Way, Escondido, California, 92029
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.10851
 Longitude: -117.09741

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,313	100,986	184,364
2010 Total Population	14,822	107,315	206,905
2019 Total Population	16,102	116,515	224,686
2019 Group Quarters	237	2,085	3,129
2024 Total Population	16,722	120,886	233,571
2017-2022 Annual Rate	0.76%	0.74%	0.78%
2019 Total Daytime Population	19,569	124,338	203,907
Workers	11,938	63,304	85,866
Residents	7,631	61,034	118,041
Household Summary			
2000 Households	4,691	32,822	60,893
2000 Average Household Size	3.01	3.03	2.99
2010 Households	4,876	34,178	66,444
2010 Average Household Size	2.99	3.08	3.07
2019 Households	5,264	36,846	71,373
2019 Average Household Size	3.01	3.11	3.10
2024 Households	5,448	38,134	73,930
2024 Average Household Size	3.03	3.12	3.12
2017-2022 Annual Rate	0.69%	0.69%	0.71%
2010 Families	3,384	23,969	47,880
2010 Average Family Size	3.48	3.57	3.52
2019 Families	3,653	25,758	51,315
2019 Average Family Size	3.51	3.60	3.56
2024 Families	3,789	26,687	53,218
2024 Average Family Size	3.52	3.61	3.58
2017-2022 Annual Rate	0.73%	0.71%	0.73%
Housing Unit Summary			
2000 Housing Units	4,839	33,793	62,723
Owner Occupied Housing Units	51.9%	47.1%	56.3%
Renter Occupied Housing Units	45.0%	50.1%	40.8%
Vacant Housing Units	3.1%	2.9%	2.9%
2010 Housing Units	5,128	36,145	70,195
Owner Occupied Housing Units	50.3%	44.9%	53.7%
Renter Occupied Housing Units	44.8%	49.7%	40.9%
Vacant Housing Units	4.9%	5.4%	5.3%
2019 Housing Units	5,402	38,299	74,127
Owner Occupied Housing Units	51.4%	45.4%	54.7%
Renter Occupied Housing Units	46.0%	50.8%	41.6%
Vacant Housing Units	2.6%	3.8%	3.7%
2024 Housing Units	5,579	39,564	76,649
Owner Occupied Housing Units	51.7%	46.0%	55.3%
Renter Occupied Housing Units	45.9%	50.4%	41.1%
Vacant Housing Units	2.3%	3.6%	3.5%
Median Household Income			
2019	\$65,839	\$59,039	\$67,317
2024	\$78,462	\$68,780	\$79,238
Median Home Value			
2019	\$474,540	\$490,909	\$520,024
2024	\$555,434	\$560,706	\$589,436
Per Capita Income			
2019	\$29,641	\$26,358	\$30,143
2024	\$34,603	\$30,910	\$35,192
Median Age			
2010	33.3	32.3	33.6
2019	34.1	33.6	34.9
2024	34.6	34.7	36.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	5,264	36,846	71,373
<\$15,000	6.5%	8.9%	7.7%
\$15,000 - \$24,999	6.0%	8.8%	7.6%
\$25,000 - \$34,999	11.2%	11.7%	9.6%
\$35,000 - \$49,999	12.4%	12.1%	11.7%
\$50,000 - \$74,999	19.3%	18.6%	17.6%
\$75,000 - \$99,999	12.0%	11.9%	12.7%
\$100,000 - \$149,999	19.1%	15.2%	16.7%
\$150,000 - \$199,999	6.0%	6.6%	8.3%
\$200,000+	7.4%	6.2%	8.2%
Average Household Income	\$90,767	\$83,534	\$93,718
2024 Households by Income			
Household Income Base	5,448	38,134	73,930
<\$15,000	5.0%	7.1%	6.2%
\$15,000 - \$24,999	4.6%	7.0%	6.0%
\$25,000 - \$34,999	9.3%	10.2%	8.1%
\$35,000 - \$49,999	10.7%	11.0%	10.3%
\$50,000 - \$74,999	18.1%	18.0%	16.6%
\$75,000 - \$99,999	12.6%	12.3%	12.8%
\$100,000 - \$149,999	22.2%	17.4%	18.7%
\$150,000 - \$199,999	8.0%	8.8%	10.7%
\$200,000+	9.5%	8.1%	10.5%
Average Household Income	\$106,335	\$98,293	\$109,804
2019 Owner Occupied Housing Units by Value			
Total	2,777	17,389	40,514
<\$50,000	5.6%	2.0%	1.8%
\$50,000 - \$99,999	6.0%	1.7%	1.3%
\$100,000 - \$149,999	3.4%	1.2%	0.8%
\$150,000 - \$199,999	2.7%	1.3%	1.1%
\$200,000 - \$249,999	1.5%	2.9%	2.2%
\$250,000 - \$299,999	2.4%	3.6%	3.5%
\$300,000 - \$399,999	15.4%	17.3%	13.8%
\$400,000 - \$499,999	17.6%	21.8%	22.9%
\$500,000 - \$749,999	27.6%	28.7%	32.0%
\$750,000 - \$999,999	11.4%	13.4%	14.3%
\$1,000,000 +	4.8%	4.8%	4.8%
Average Home Value	\$528,376	\$560,499	\$586,358
2024 Owner Occupied Housing Units by Value			
Total	2,887	18,192	42,385
<\$50,000	5.0%	1.5%	1.2%
\$50,000 - \$99,999	5.0%	1.1%	0.7%
\$100,000 - \$149,999	2.5%	0.6%	0.7%
\$150,000 - \$199,999	2.7%	0.7%	0.6%
\$200,000 - \$249,999	0.6%	1.4%	1.0%
\$250,000 - \$299,999	2.0%	2.9%	2.3%
\$300,000 - \$399,999	9.2%	11.8%	9.1%
\$400,000 - \$499,999	15.3%	21.7%	21.2%
\$500,000 - \$749,999	35.5%	34.1%	36.8%
\$750,000 - \$999,999	15.2%	18.0%	19.4%
\$1,000,000 +	5.1%	4.8%	5.2%
Average Home Value	\$585,010	\$612,510	\$640,184

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	14,824	107,317	206,904
0 - 4	7.7%	8.2%	7.7%
5 - 9	7.2%	7.4%	7.2%
10 - 14	6.7%	7.2%	7.2%
15 - 24	15.5%	15.8%	15.4%
25 - 34	15.3%	15.3%	14.4%
35 - 44	13.0%	13.3%	13.5%
45 - 54	12.8%	12.8%	13.3%
55 - 64	10.1%	9.5%	10.1%
65 - 74	5.8%	5.1%	5.5%
75 - 84	3.5%	3.4%	3.6%
85 +	2.4%	2.1%	2.1%
18 +	74.3%	72.7%	73.4%
2019 Population by Age			
Total	16,100	116,514	224,684
0 - 4	7.2%	7.6%	7.1%
5 - 9	6.8%	7.2%	7.0%
10 - 14	6.7%	7.0%	7.0%
15 - 24	14.0%	14.2%	13.4%
25 - 34	16.6%	16.1%	15.6%
35 - 44	12.3%	12.9%	13.0%
45 - 54	11.5%	11.3%	11.7%
55 - 64	10.7%	10.6%	11.2%
65 - 74	7.4%	7.1%	7.7%
75 - 84	4.0%	3.7%	3.9%
85 +	2.7%	2.3%	2.2%
18 +	75.5%	74.2%	75.1%
2024 Population by Age			
Total	16,721	120,887	233,572
0 - 4	7.5%	7.6%	7.2%
5 - 9	6.6%	7.0%	6.8%
10 - 14	6.4%	6.8%	6.8%
15 - 24	13.6%	13.6%	12.9%
25 - 34	16.6%	15.5%	14.8%
35 - 44	13.5%	14.0%	14.3%
45 - 54	10.7%	10.9%	11.2%
55 - 64	10.3%	10.2%	10.7%
65 - 74	7.9%	7.8%	8.5%
75 - 84	4.4%	4.4%	4.7%
85 +	2.6%	2.2%	2.2%
18 +	76.0%	74.9%	75.6%
2010 Population by Sex			
Males	7,312	53,223	102,277
Females	7,510	54,092	104,628
2019 Population by Sex			
Males	7,966	57,899	111,237
Females	8,135	58,617	113,449
2024 Population by Sex			
Males	8,282	60,113	115,764
Females	8,440	60,773	117,807

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	14,822	107,316	206,906
White Alone	61.2%	60.4%	63.2%
Black Alone	2.1%	2.5%	2.4%
American Indian Alone	1.0%	1.1%	0.9%
Asian Alone	6.5%	5.7%	6.6%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	24.3%	25.6%	22.1%
Two or More Races	4.7%	4.5%	4.5%
Hispanic Origin	46.7%	49.3%	43.3%
Diversity Index	81.0	81.6	79.4
2019 Population by Race/Ethnicity			
Total	16,103	116,515	224,686
White Alone	57.7%	57.4%	60.1%
Black Alone	2.1%	2.5%	2.4%
American Indian Alone	1.0%	1.1%	0.9%
Asian Alone	7.2%	6.4%	7.5%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	26.8%	27.5%	23.9%
Two or More Races	5.1%	4.9%	4.9%
Hispanic Origin	51.0%	52.7%	46.5%
Diversity Index	83.1	83.2	81.5
2024 Population by Race/Ethnicity			
Total	16,722	120,886	233,570
White Alone	56.0%	56.0%	58.5%
Black Alone	2.0%	2.5%	2.4%
American Indian Alone	1.0%	1.0%	0.9%
Asian Alone	7.6%	6.8%	8.1%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	27.8%	28.3%	24.7%
Two or More Races	5.3%	5.1%	5.2%
Hispanic Origin	53.4%	54.7%	48.4%
Diversity Index	83.9	83.9	82.5
2010 Population by Relationship and Household Type			
Total	14,822	107,315	206,905
In Households	98.4%	98.1%	98.5%
In Family Households	84.4%	84.9%	85.8%
Householder	22.9%	22.3%	23.3%
Spouse	16.8%	15.7%	17.3%
Child	32.4%	33.6%	33.4%
Other relative	7.5%	8.0%	7.3%
Nonrelative	4.9%	5.2%	4.4%
In Nonfamily Households	14.1%	13.3%	12.7%
In Group Quarters	1.6%	1.9%	1.5%
Institutionalized Population	1.2%	0.7%	0.5%
Noninstitutionalized Population	0.3%	1.2%	1.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2019 Population 25+ by Educational Attainment			
Total	10,499	74,527	147,041
Less than 9th Grade	14.1%	13.3%	11.2%
9th - 12th Grade, No Diploma	7.0%	8.5%	7.4%
High School Graduate	13.6%	19.8%	18.9%
GED/Alternative Credential	2.4%	2.4%	2.2%
Some College, No Degree	26.3%	23.1%	22.2%
Associate Degree	7.4%	8.4%	8.9%
Bachelor's Degree	18.8%	16.5%	19.2%
Graduate/Professional Degree	10.4%	8.1%	10.1%
2019 Population 15+ by Marital Status			
Total	12,753	91,063	177,219
Never Married	38.8%	37.9%	35.0%
Married	46.6%	46.9%	50.1%
Widowed	4.4%	5.0%	4.9%
Divorced	10.2%	10.2%	10.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	95.2%	95.4%
Civilian Unemployed (Unemployment Rate)	3.2%	4.8%	4.6%
2019 Employed Population 16+ by Industry			
Total	8,617	56,423	108,354
Agriculture/Mining	2.3%	2.0%	1.9%
Construction	9.2%	10.0%	9.6%
Manufacturing	9.6%	9.2%	10.1%
Wholesale Trade	1.7%	2.4%	2.6%
Retail Trade	9.9%	13.0%	11.7%
Transportation/Utilities	7.0%	4.9%	4.3%
Information	2.0%	1.6%	1.8%
Finance/Insurance/Real Estate	5.4%	5.2%	5.1%
Services	50.1%	49.4%	50.4%
Public Administration	2.9%	2.3%	2.6%
2019 Employed Population 16+ by Occupation			
Total	8,618	56,422	108,353
White Collar	53.6%	51.6%	54.3%
Management/Business/Financial	11.5%	10.7%	12.3%
Professional	16.2%	15.3%	17.5%
Sales	11.2%	12.1%	11.7%
Administrative Support	14.6%	13.5%	12.8%
Services	23.0%	23.9%	22.6%
Blue Collar	23.4%	24.5%	23.0%
Farming/Forestry/Fishing	1.7%	1.9%	1.8%
Construction/Extraction	7.1%	7.5%	7.1%
Installation/Maintenance/Repair	4.1%	3.8%	3.7%
Production	5.9%	5.6%	5.6%
Transportation/Material Moving	4.6%	5.7%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	14,822	107,315	206,905
Population Inside Urbanized Area	99.9%	99.6%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	0.4%	1.4%

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2010 Households by Type			
Total	4,876	34,178	66,445
Households with 1 Person	21.9%	21.9%	20.4%
Households with 2+ People	78.1%	78.1%	79.6%
Family Households	69.4%	70.1%	72.1%
Husband-wife Families	50.9%	49.5%	53.4%
With Related Children	25.1%	26.5%	27.6%
Other Family (No Spouse Present)	18.5%	20.7%	18.6%
Other Family with Male Householder	6.6%	7.1%	6.3%
With Related Children	4.0%	4.5%	3.9%
Other Family with Female Householder	11.8%	13.5%	12.3%
With Related Children	7.6%	8.9%	7.9%
Nonfamily Households	8.7%	8.0%	7.5%
All Households with Children	37.4%	40.6%	40.1%
Multigenerational Households	6.4%	6.8%	6.5%
Unmarried Partner Households	8.4%	8.0%	7.0%
Male-female	7.6%	7.2%	6.2%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	4,876	34,177	66,444
1 Person Household	21.9%	21.9%	20.4%
2 Person Household	30.3%	27.8%	29.1%
3 Person Household	15.1%	15.7%	16.4%
4 Person Household	14.3%	14.2%	15.2%
5 Person Household	8.9%	9.3%	9.1%
6 Person Household	4.2%	5.0%	4.7%
7 + Person Household	5.3%	6.1%	5.1%
2010 Households by Tenure and Mortgage Status			
Total	4,876	34,178	66,444
Owner Occupied	52.9%	47.4%	56.8%
Owned with a Mortgage/Loan	40.0%	37.7%	45.2%
Owned Free and Clear	12.9%	9.7%	11.6%
Renter Occupied	47.1%	52.6%	43.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,128	36,145	70,195
Housing Units Inside Urbanized Area	99.9%	99.4%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.6%	1.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Down the Road (10D)	Pleasantville (2B)	Pleasantville (2B)
	2. International Marketplace	NeWest Residents (13C)	NeWest Residents (13C)
	3. Pleasantville (2B)	International Marketplace	International Marketplace
2019 Consumer Spending			
Apparel & Services: Total \$	\$12,296,368	\$78,666,343	\$168,238,444
Average Spent	\$2,335.94	\$2,135.00	\$2,357.17
Spending Potential Index	109	100	110
Education: Total \$	\$9,116,309	\$58,062,335	\$126,079,922
Average Spent	\$1,731.82	\$1,575.81	\$1,766.49
Spending Potential Index	109	99	111
Entertainment/Recreation: Total \$	\$17,336,395	\$111,644,804	\$243,723,693
Average Spent	\$3,293.39	\$3,030.04	\$3,414.79
Spending Potential Index	101	93	104
Food at Home: Total \$	\$28,930,408	\$186,020,245	\$397,376,640
Average Spent	\$5,495.90	\$5,048.59	\$5,567.60
Spending Potential Index	106	98	108
Food Away from Home: Total \$	\$20,838,020	\$133,216,367	\$285,764,331
Average Spent	\$3,958.59	\$3,615.49	\$4,003.82
Spending Potential Index	108	98	109
Health Care: Total \$	\$29,679,268	\$194,560,382	\$427,359,823
Average Spent	\$5,638.16	\$5,280.37	\$5,987.70
Spending Potential Index	95	89	101
HH Furnishings & Equipment: Total \$	\$11,444,779	\$74,324,761	\$162,117,628
Average Spent	\$2,174.16	\$2,017.17	\$2,271.41
Spending Potential Index	102	95	107
Personal Care Products & Services: Total \$	\$4,822,073	\$31,153,181	\$67,867,053
Average Spent	\$916.05	\$845.50	\$950.88
Spending Potential Index	103	95	107
Shelter: Total \$	\$108,097,777	\$692,734,314	\$1,479,147,490
Average Spent	\$20,535.29	\$18,800.80	\$20,724.19
Spending Potential Index	111	102	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,440,727	\$81,199,340	\$179,348,269
Average Spent	\$2,363.36	\$2,203.75	\$2,512.83
Spending Potential Index	95	89	101
Travel: Total \$	\$12,151,874	\$78,531,759	\$172,977,715
Average Spent	\$2,308.49	\$2,131.35	\$2,423.57
Spending Potential Index	103	95	108
Vehicle Maintenance & Repairs: Total \$	\$6,058,580	\$39,650,593	\$85,723,590
Average Spent	\$1,150.95	\$1,076.12	\$1,201.06
Spending Potential Index	101	94	105

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.