

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 33.142977, -117.094514

9-Mar-2023

114080-Del Norte Plaza

Escondido, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2022 Estimated Population	24,794	144,544	216,985	496,341
	2022 Daytime Population	19,187	140,986	210,844	514,871
	2027 Population Forecast	25,612	147,314	221,956	512,217
	2010 Census Population	23,179	136,973	203,308	456,659
	2000 Census Population	21,832	127,348	180,661	376,312
	1990 Census Population	17,317	106,598	148,187	307,148
	Historical Annual Growth, 1990 to 2000	2.34%	1.79%	2.00%	2.05%
	Historical Annual Growth, 2000 to 2010	0.60%	0.73%	1.19%	1.95%
	CY Estimated Annual Growth, 2010 to 2022	0.53%	0.42%	0.51%	0.66%
	FY Projected Annual Growth, 2022 to 2027	0.65%	0.38%	0.45%	0.63%
	HOUSEHOLDS	2022 Estimated Households	8,451	45,385	69,033
2027 Households Forecast		8,735	46,286	70,680	172,990
2010 Census Households		8,010	43,113	64,671	154,254
2000 Census Households		7,674	41,538	59,126	130,985
1990 Census Households		6,813	38,318	52,641	112,895
Historical Annual Growth, 1990 to 2000		1.20%	0.81%	1.17%	1.50%
Historical Annual Growth, 2000 to 2010		0.43%	0.37%	0.90%	1.65%
CY Estimated Annual Growth, 2010 to 2022		0.42%	0.40%	0.51%	0.65%
FY Projected Annual Growth, 2022 to 2027		0.66%	0.39%	0.47%	0.64%
2022 % Households With Children		28%	32%	33%	33%
2022 Persons per Household		2.90	3.14	3.10	2.93
INCOME 2022	HH Income \$500,000 or more	1.06%	1.23%	1.78%	2.94%
	HH Income \$250,000 to \$499,999	1.26%	1.47%	2.13%	3.53%
	HH Income \$200,000 to \$249,999	2.95%	3.43%	4.97%	8.22%
	HH Income \$175,000 to \$199,999	3.98%	4.54%	5.68%	7.20%
	HH Income \$150,000 to \$174,999	5.17%	5.44%	6.53%	8.00%
	HH Income \$100,000 to \$149,999	17.65%	17.51%	18.16%	18.40%
	HH Income \$75,000 to \$99,999	14.64%	12.96%	12.52%	11.76%
	HH Income \$50,000 to \$74,999	16.69%	17.68%	15.87%	14.34%
	HH Income \$35,000 to \$49,999	11.05%	11.14%	10.19%	8.55%
	HH Income \$25,000 to \$34,999	9.23%	7.95%	7.21%	5.74%
	HH Income \$15,000 to \$24,999	6.42%	6.96%	6.36%	5.26%
	HH Income \$0 to \$14,999	9.90%	9.68%	8.61%	6.05%
	Current Year Average Household Income	\$84,233	\$90,730	\$102,733	\$128,392
	Current Year Median Household Income	\$69,774	\$69,508	\$77,980	\$95,788
Per Capita Income	\$29,089	\$28,885	\$33,081	\$43,710	
2000 Average Household Income	\$44,596	\$50,999	\$56,775	\$67,039	
2000 Median Household Income	\$37,806	\$41,642	\$45,368	\$51,419	
2027 Projected Average Household Income	\$98,263	\$105,559	\$119,557	\$149,856	
2027 Projected Median Household Income	\$79,983	\$82,042	\$91,453	\$113,871	
WRKPLACE 2022	Workplace Establishments	464	4,026	4,957	12,236
	Workplace Employees (Full Time Employees)	4,843	51,190	64,882	160,433

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POPULATION BY AGE 2022	Count of Pop 0 to 4 years	1,849	10,272	15,005	31,700
	Count of Pop 5 to 14 years	3,250	17,983	26,193	57,649
	Count of Pop 14 to 22 years	2,699	16,141	23,574	53,628
	Count of Pop 22 to 30 years	2,605	15,867	23,957	52,789
	Count of Pop 30 to 45 years	5,508	30,751	44,395	90,597
	Count of Pop 45 to 60 years	4,496	25,867	39,203	93,456
	Count of Pop 60 to 75 years	3,101	19,732	31,893	80,398
	Count of Pop 75+ years	1,286	7,931	12,765	36,123
	Population 0 to 4 Years	7.46%	7.11%	6.92%	6.39%
	Population 5 to 13 Years	13.11%	12.44%	12.07%	11.61%
	Population 14 to 21 Years	10.88%	11.17%	10.86%	10.80%
	Population 22 to 29 Years	10.51%	10.98%	11.04%	10.64%
	Population 30 to 44 Years	22.22%	21.27%	20.46%	18.25%
	Population 45 to 59 Years	18.13%	17.90%	18.07%	18.83%
Population 60 to 74 Years	12.51%	13.65%	14.70%	16.20%	
Population 74 Years Plus	5.19%	5.49%	5.88%	7.28%	
Median Age	35.5	35.8	36.5	38.6	
GENDER 2022	Male Population	12,229	72,077	107,817	244,114
	Female Population	12,565	72,467	109,169	252,227
RACE 2022	2022 Estimated Population	24,794	144,544	216,985	496,341
	White	57.53%	58.97%	61.78%	65.81%
	Black or African American	3.10%	2.39%	2.20%	2.10%
	Asian or Pacific Islander	6.84%	5.69%	6.72%	9.19%
	Other Races	32.53%	32.95%	29.30%	22.90%
HISPANIC	2022 Hispanic Population	12,317	75,635	100,791	173,920
	2022 Hispanic Population %	49.68%	52.33%	46.45%	35.04%
	2027 Hispanic Population Forecast	12,658	77,111	103,167	179,310
	2027 Hispanic Population % Forecast	49.42%	52.34%	46.48%	35.01%
	2000 Hispanic Population %	39.52%	40.42%	36.59%	28.77%
1990 Hispanic Population %	19.43%	23.43%	22.06%	18.75%	
EDUCATION (AGE 25+) 2022	Adult Population (25 Years or Older)	16,048	94,327	143,425	333,567
	Elementary	13.59%	14.35%	11.73%	8.07%
	Some High School	6.52%	7.05%	6.31%	5.03%
	High School Graduate	21.49%	22.71%	21.33%	17.67%
	Some College	27.35%	24.26%	23.71%	21.19%
	Associates Degree	7.50%	7.71%	7.86%	8.01%
	Bachelors Degree	14.59%	15.72%	18.88%	24.44%
	Graduate Degree	8.96%	8.19%	10.19%	15.59%
% College (4+)	23.55%	23.91%	29.07%	40.03%	
HOUSING 2022	Total Housing Units	8,902	47,629	72,347	176,247
	Owner Occupied Percent	38.52%	48.15%	53.72%	59.81%
	Renter Occupied Percent	56.43%	47.14%	41.70%	35.27%
	Vacant Housing Percent	5.06%	4.71%	4.58%	4.92%

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HOMES BUILT BY YEAR 2022	Homes Built 2010 or later	0.16%	0.04%	0.07%	0.30%
	Homes Built 2000 to 2009	5.66%	7.19%	10.85%	15.70%
	Homes Built 1990 to 1999	9.04%	9.86%	12.58%	13.70%
	Homes Built 1980 to 1989	35.29%	24.59%	24.41%	26.81%
	Homes Built 1970 to 1979	36.41%	34.08%	31.08%	27.60%
	Homes Built 1960 to 1979	8.16%	13.79%	11.67%	9.47%
	Homes Built 1950 to 1959	4.07%	6.56%	5.93%	3.97%
	Homes Built 1940 to 1949	0.78%	1.75%	1.64%	1.34%
	Homes Built 1939 or earlier	0.42%	2.14%	1.77%	1.12%
HOME VALUE (OWNER OCCUPIED) 2022	Property Value \$1,000,000 or more	30.18%	33.24%	42.59%	50.18%
	Property Value \$750,000 to \$999,999	24.50%	29.01%	23.34%	17.36%
	Property Value \$500,000 to \$749,999	25.25%	17.27%	13.27%	8.84%
	Property Value \$400,000 to \$499,999	6.27%	3.78%	3.10%	2.09%
	Property Value \$300,000 to \$399,999	4.99%	3.14%	2.55%	1.86%
	Property Value \$200,000 to \$299,999	5.78%	2.57%	2.24%	1.69%
	Property Value \$150,000 to \$199,999	1.18%	1.24%	1.01%	0.87%
	Property Value \$100,000 to \$149,999	0.79%	1.62%	1.42%	1.30%
	Property Value \$60,000 to \$99,999	0.38%	0.85%	0.73%	0.50%
	Property Value \$40,000 to \$59,999	0.47%	0.45%	0.55%	0.35%
	Property Value \$0 to \$39,999	0.19%	0.72%	0.60%	0.58%
	CY Median Home Value	\$797,846	\$881,858	\$966,639	\$1,220,346
	CY Median Rent per Month (Census 2000)	\$782	\$753	\$756	\$809
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2022	Employed Civilian Population 16+ by Occupation	12,273	70,633	107,497	247,038
	Managerial/Executive	9.59%	12.52%	14.78%	18.57%
	Professional Specialty	20.37%	17.24%	19.33%	24.01%
	Healthcare Support	3.92%	4.04%	3.71%	3.50%
	Sales	9.12%	9.71%	9.90%	10.51%
	Office & Administrative Support	11.52%	10.76%	11.36%	10.10%
	Protective Service	0.83%	1.15%	1.18%	1.28%
	Food Preparation	6.53%	6.85%	6.06%	5.31%
	Building Maintenance & Cleaning	8.06%	8.18%	6.95%	5.14%
	Personal Care	2.91%	2.77%	3.04%	3.15%
	Farming, Fishing, & Forestry	0.84%	1.41%	1.23%	0.88%
	Construction	12.61%	11.90%	10.17%	7.79%
	Production & Transportation	13.70%	13.47%	12.29%	9.77%
	Percent White Collar	54.53%	54.27%	59.09%	66.69%
	Percent Blue Collar	45.47%	45.73%	40.91%	33.31%
	CY Median Employee Salary	\$50,368	\$52,796	\$53,022	\$52,772
	CY Average Employee Salary	\$58,350	\$61,211	\$61,337	\$62,049
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	670	3,795	5,083	9,657
	2022 Estimated Unemployed (Age 16 and Up)	307	1,620	2,343	6,307
	2022 Estimated Unemployed Rate (Age 16 and Up)	2.28%	2.19%	2.13%	2.49%

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TRANSPORTATION TO WORK 2022	Drive to Work Alone	75.95%	76.53%	77.17%	78.28%
	Drive to Work Carpool	17.63%	15.38%	14.52%	11.93%
	Travel to Work by Public Transportation	1.63%	2.24%	2.05%	1.90%
	Drive to Work on Motorcycle	0.70%	0.53%	0.48%	0.41%
	Drive to Work on Bicycle	0.50%	0.56%	0.48%	0.33%
	Walk to Work	2.07%	1.87%	1.52%	1.30%
	Other Means	0.54%	0.54%	0.52%	0.57%
	Work at Home	0.97%	2.34%	3.26%	5.24%
TRAVEL TIME TO WORK 2022	Travel Time in Less than 5 minutes	1.77%	1.52%	1.40%	1.62%
	Travel to Work in 5 to 9 minutes	4.92%	6.23%	6.31%	6.83%
	Travel to Work in 10 to 14 minutes	17.66%	16.61%	16.75%	14.75%
	Travel to Work in 15 to 19 minutes	17.86%	16.60%	16.24%	16.28%
	Travel to Work in 20 to 29 minutes	22.71%	21.67%	21.36%	21.88%
	Travel to Work in 30 to 44 minutes	18.71%	22.16%	21.91%	22.61%
	Travel to Work in 45 to 59 minutes	10.64%	9.17%	10.23%	9.79%
	Travel to Work in 60 minutes or more	5.73%	6.05%	5.80%	6.23%
Average Travel Time to Work	25.6	26.8	26.3	26.2	
SPENDING PATTERNS 2022	Grocery Store Market Basket Weekly Per Capita Spending	\$70.88	\$71.07	\$71.41	\$72.06
	Apparel and Related Services	\$11.45	\$11.50	\$11.70	\$12.07
	Transportation	\$87.65	\$88.13	\$89.65	\$91.99
	Healthcare	\$50.34	\$50.51	\$51.22	\$52.60
	Entertainment	\$21.07	\$21.23	\$21.71	\$22.55
SPENDING 2022	Med Disposable Inc-Inc minus taxes	\$60,797	\$60,463	\$67,521	\$82,054
	Avg Disposable Inc-Inc minus taxes	\$70,776	\$72,831	\$80,593	\$94,961
	Med Discretionary-Disp less food/shelter/clothing	\$35,073	\$34,210	\$40,510	\$53,488
	Avg Discretionary-Disp less food/shelter/clothing	\$42,031	\$43,253	\$49,621	\$62,091
LIFESTYLE SEGMENTATION 2022	Category A - Crème de la Crème	610	7,383	16,975	84,017
	Category B - Urban Cliff Climbers	451	7,564	11,851	22,721
	Category C - Urban Cliff Dwellers	0	1,144	1,144	1,144
	Category D - Seasoned Urban Dwellers	0	0	0	0
	Category E - Thriving Alone	1,662	5,461	12,806	37,724
	Category F - Going it Alone	3,160	10,764	14,454	22,164
	Category G - Struggling Alone	942	2,508	2,508	2,508
	Category H - Single in the Suburbs	5,776	14,924	16,775	28,518
	Category I - Married in the Suburbs	1,894	19,859	33,942	95,401
	Category J - Retired in the Suburbs	0	2,144	15,664	36,754
	Category K - Living with Nature	0	0	273	9,888
	Category L - Working with Nature	0	0	9	6,283
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	9,998	66,259	81,276	120,350
	Category O - Specialties	0	4,408	6,429	23,615

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