



# Demographic and Income Profile

Escondido Promenade  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 33.11136  
Longitude: -117.09821

Summary	Census 2010	2016	2021
Population	12,098	13,009	13,852
Households	3,923	4,142	4,381
Families	2,604	2,754	2,917
Average Household Size	3.03	3.09	3.11
Owner Occupied Housing Units	1,756	1,754	1,802
Renter Occupied Housing Units	2,167	2,388	2,579
Median Age	31.7	32.2	32.7
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.26%	0.87%	0.84%
Households	1.13%	0.79%	0.79%
Families	1.16%	0.79%	0.72%
Owner HHs	0.54%	0.69%	0.73%
Median Household Income	0.67%	2.73%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	416	10.0%	485	11.1%
\$15,000 - \$24,999	448	10.8%	442	10.1%
\$25,000 - \$34,999	586	14.1%	573	13.1%
\$35,000 - \$49,999	728	17.6%	737	16.8%
\$50,000 - \$74,999	720	17.4%	691	15.8%
\$75,000 - \$99,999	435	10.5%	488	11.1%
\$100,000 - \$149,999	594	14.3%	699	16.0%
\$150,000 - \$199,999	110	2.7%	140	3.2%
\$200,000+	106	2.6%	125	2.9%
Median Household Income	\$47,101		\$48,708	
Average Household Income	\$63,964		\$68,289	
Per Capita Income	\$21,320		\$22,533	

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	990	8.2%	1,019	7.8%	1,127	8.1%
5 - 9	903	7.5%	941	7.2%	929	6.7%
10 - 14	813	6.7%	880	6.8%	853	6.2%
15 - 19	841	7.0%	866	6.7%	824	5.9%
20 - 24	1,100	9.1%	1,080	8.3%	1,176	8.5%
25 - 34	1,996	16.5%	2,308	17.7%	2,581	18.6%
35 - 44	1,602	13.2%	1,619	12.4%	1,791	12.9%
45 - 54	1,428	11.8%	1,463	11.2%	1,434	10.4%
55 - 64	1,066	8.8%	1,227	9.4%	1,328	9.6%
65 - 74	631	5.2%	813	6.3%	994	7.2%
75 - 84	417	3.4%	449	3.5%	510	3.7%
85+	310	2.6%	343	2.6%	308	2.2%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,055	58.3%	7,239	55.6%	7,469	53.9%
Black Alone	262	2.2%	279	2.1%	292	2.1%
American Indian Alone	124	1.0%	131	1.0%	138	1.0%
Asian Alone	752	6.2%	846	6.5%	944	6.8%
Pacific Islander Alone	33	0.3%	36	0.3%	37	0.3%
Some Other Race Alone	3,286	27.2%	3,815	29.3%	4,239	30.6%
Two or More Races	585	4.8%	664	5.1%	733	5.3%
Hispanic Origin (Any Race)	6,219	51.4%	7,173	55.1%	8,027	57.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

August 17, 2016

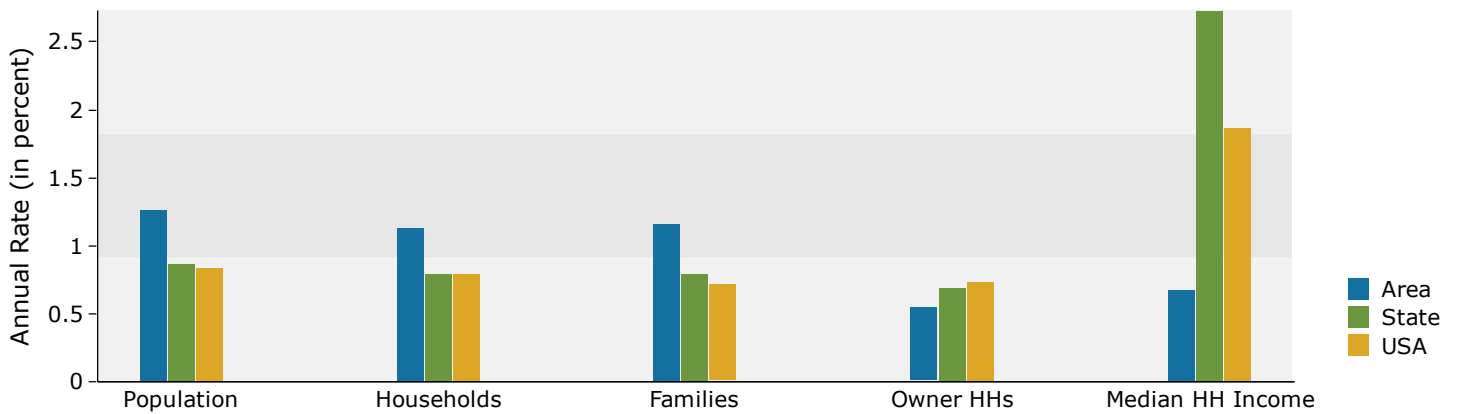


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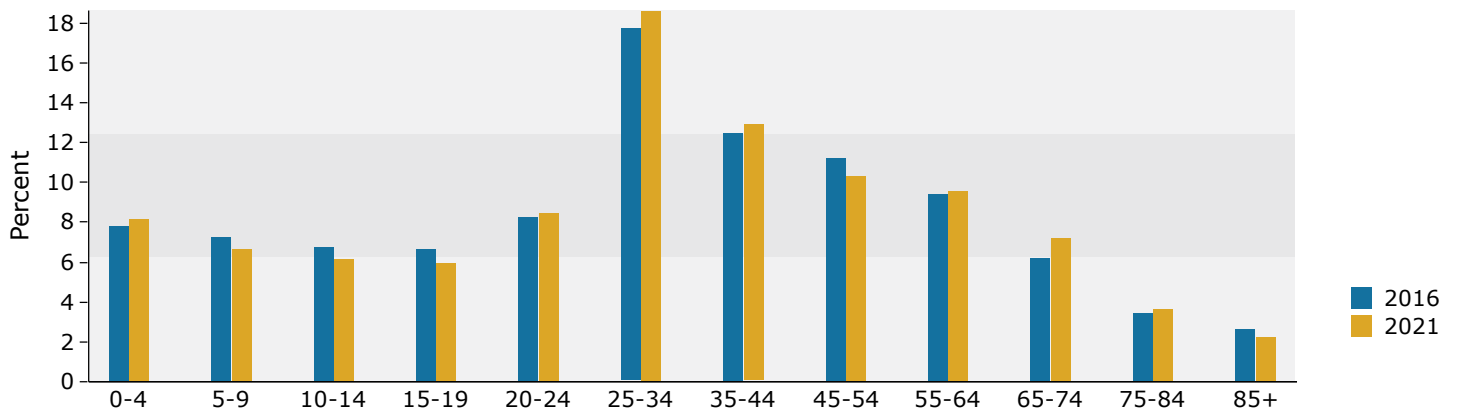
Escondido Promenade  
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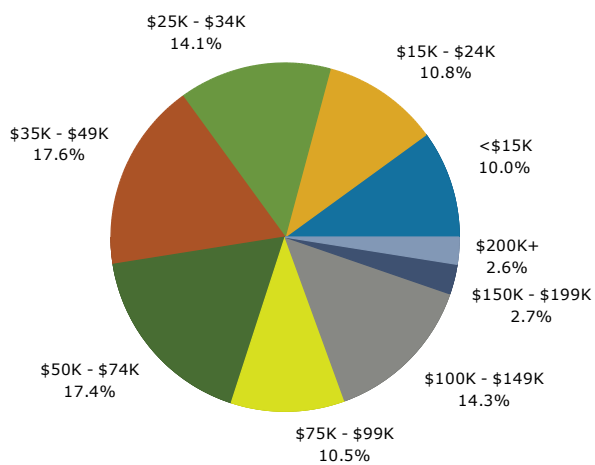
## Trends 2016-2021



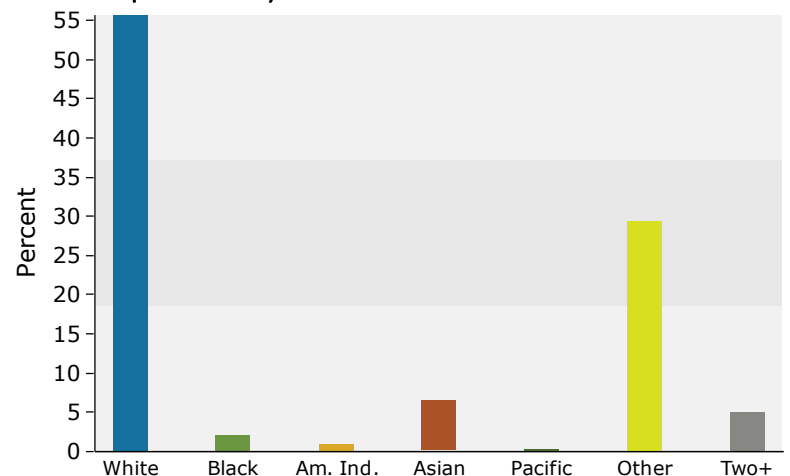
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 55.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

August 17, 2016



# Demographic and Income Profile

Escondido Promenade  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 33.11136  
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Summary	Census 2010	2016	2021
Population	115,770	121,575	127,976
Households	36,550	37,744	39,524
Families	25,698	26,538	27,789
Average Household Size	3.11	3.16	3.18
Owner Occupied Housing Units	17,446	17,391	18,081
Renter Occupied Housing Units	19,104	20,352	21,443
Median Age	32.1	32.9	34.1
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.03%	0.87%	0.84%
Households	0.93%	0.79%	0.79%
Families	0.93%	0.79%	0.72%
Owner HHs	0.78%	0.69%	0.73%
Median Household Income	0.83%	2.73%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	4,642	12.3%	5,220	13.2%
\$15,000 - \$24,999	4,002	10.6%	3,810	9.6%
\$25,000 - \$34,999	4,343	11.5%	4,128	10.4%
\$35,000 - \$49,999	6,023	16.0%	6,047	15.3%
\$50,000 - \$74,999	6,804	18.0%	6,056	15.3%
\$75,000 - \$99,999	3,940	10.4%	4,530	11.5%
\$100,000 - \$149,999	4,766	12.6%	5,786	14.6%
\$150,000 - \$199,999	1,718	4.6%	2,182	5.5%
\$200,000+	1,506	4.0%	1,766	4.5%
Median Household Income	\$49,533		\$51,619	
Average Household Income	\$69,761		\$75,710	
Per Capita Income	\$22,446		\$24,131	

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,488	8.2%	9,538	7.8%	10,002	7.8%
5 - 9	8,604	7.4%	8,955	7.4%	9,011	7.0%
10 - 14	8,361	7.2%	8,588	7.1%	8,787	6.9%
15 - 19	8,976	7.8%	8,440	6.9%	8,287	6.5%
20 - 24	9,425	8.1%	9,584	7.9%	9,064	7.1%
25 - 34	17,813	15.4%	19,547	16.1%	20,723	16.2%
35 - 44	15,434	13.3%	15,542	12.8%	17,463	13.6%
45 - 54	14,735	12.7%	14,375	11.8%	14,232	11.1%
55 - 64	10,812	9.3%	12,567	10.3%	13,457	10.5%
65 - 74	5,870	5.1%	7,694	6.3%	9,468	7.4%
75 - 84	3,875	3.3%	4,107	3.4%	4,864	3.8%
85+	2,377	2.1%	2,636	2.2%	2,619	2.0%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	69,623	60.1%	70,394	57.9%	72,162	56.4%
Black Alone	2,915	2.5%	3,038	2.5%	3,147	2.5%
American Indian Alone	1,265	1.1%	1,285	1.1%	1,320	1.0%
Asian Alone	6,508	5.6%	7,432	6.1%	8,378	6.5%
Pacific Islander Alone	281	0.2%	295	0.2%	309	0.2%
Some Other Race Alone	29,939	25.9%	33,277	27.4%	36,232	28.3%
Two or More Races	5,240	4.5%	5,854	4.8%	6,428	5.0%
Hispanic Origin (Any Race)	57,634	49.8%	63,869	52.5%	70,141	54.8%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

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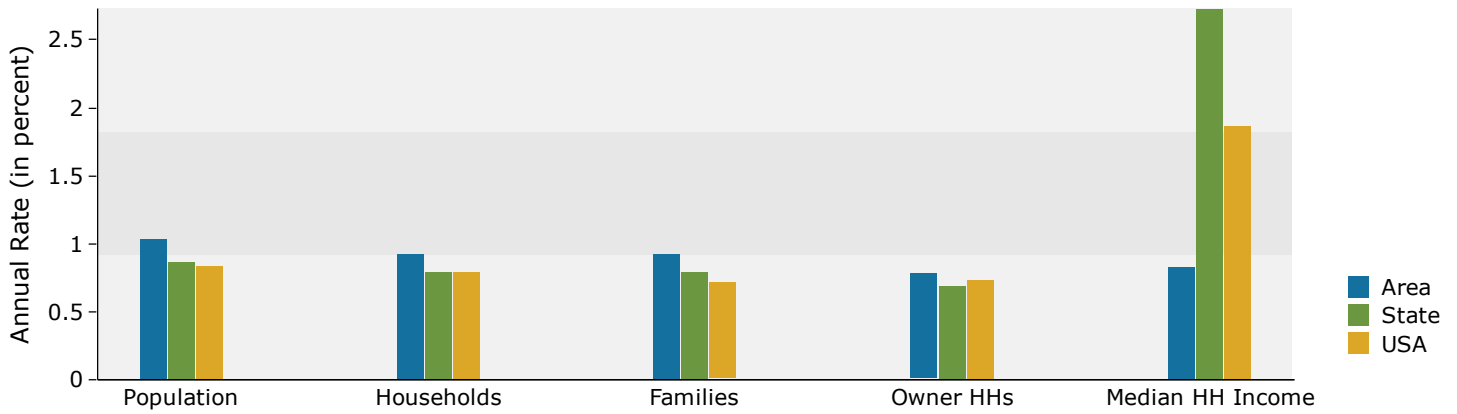


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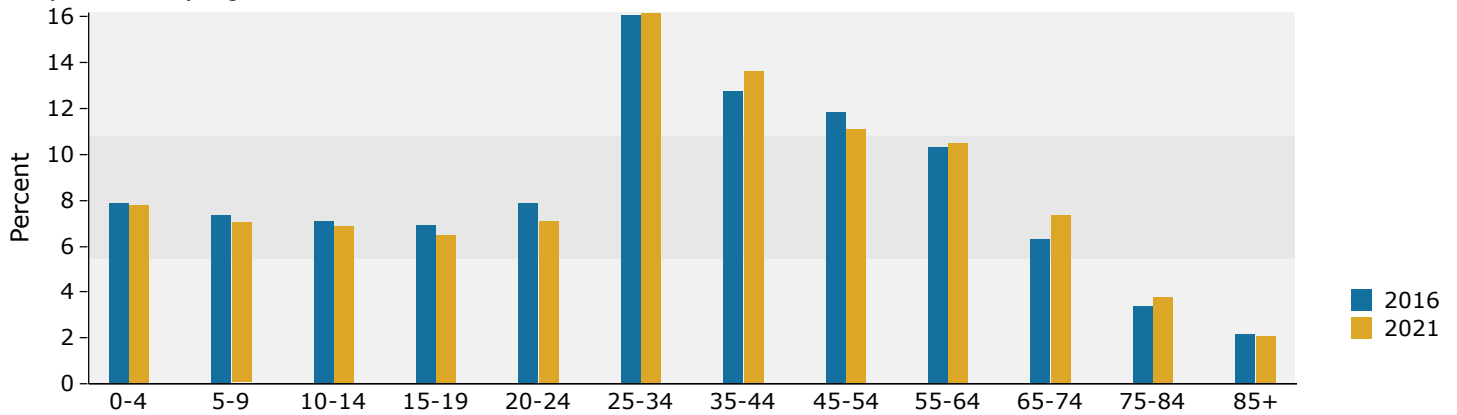
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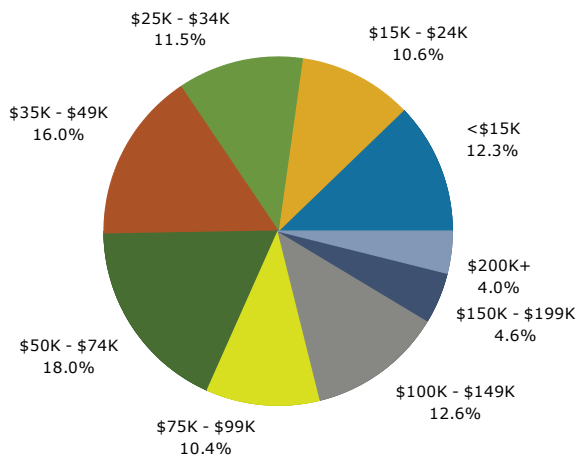
## Trends 2016-2021



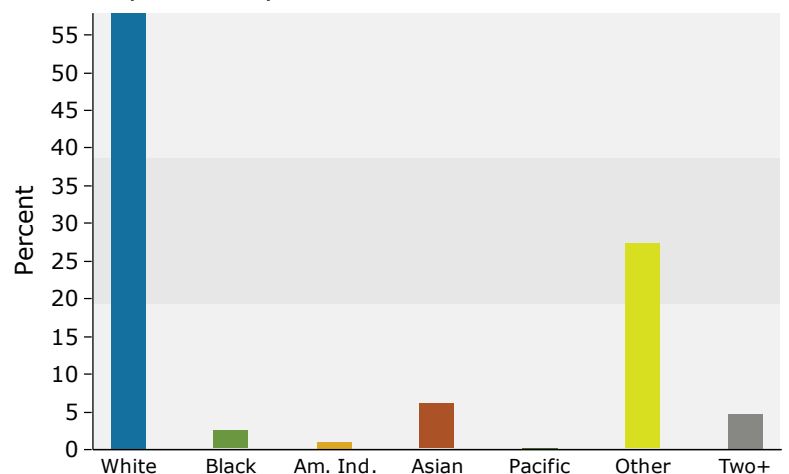
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 52.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.



# Demographic and Income Profile

Escondido Promenade  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 33.11136  
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Summary	Census 2010	2016	2021
Population	207,313	218,068	230,027
Households	66,642	68,800	72,110
Families	48,047	49,606	51,995
Average Household Size	3.06	3.12	3.15
Owner Occupied Housing Units	37,771	37,857	39,414
Renter Occupied Housing Units	28,871	30,944	32,695
Median Age	33.6	34.3	35.5
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	1.07%	0.87%	0.84%
Households	0.94%	0.79%	0.79%
Families	0.95%	0.79%	0.72%
Owner HHs	0.81%	0.69%	0.73%
Median Household Income	1.73%	2.73%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	7,571	11.0%	8,437	11.7%
\$15,000 - \$24,999	6,365	9.3%	5,966	8.3%
\$25,000 - \$34,999	6,957	10.1%	6,604	9.2%
\$35,000 - \$49,999	10,167	14.8%	10,015	13.9%
\$50,000 - \$74,999	11,867	17.2%	10,224	14.2%
\$75,000 - \$99,999	7,995	11.6%	9,230	12.8%
\$100,000 - \$149,999	9,714	14.1%	11,801	16.4%
\$150,000 - \$199,999	4,142	6.0%	5,131	7.1%
\$200,000+	4,023	5.8%	4,702	6.5%
Median Household Income	\$55,233		\$60,171	
Average Household Income	\$79,571		\$86,776	
Per Capita Income	\$25,956		\$28,059	

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,951	7.7%	16,073	7.4%	16,870	7.3%
5 - 9	14,929	7.2%	15,602	7.2%	15,745	6.8%
10 - 14	14,896	7.2%	15,084	6.9%	15,649	6.8%
15 - 19	16,236	7.8%	14,992	6.9%	14,742	6.4%
20 - 24	15,796	7.6%	16,031	7.4%	14,841	6.5%
25 - 34	29,807	14.4%	33,414	15.3%	35,503	15.4%
35 - 44	27,976	13.5%	28,065	12.9%	31,688	13.8%
45 - 54	27,621	13.3%	26,728	12.3%	26,425	11.5%
55 - 64	20,856	10.1%	24,191	11.1%	25,598	11.1%
65 - 74	11,453	5.5%	15,174	7.0%	18,662	8.1%
75 - 84	7,534	3.6%	7,947	3.6%	9,455	4.1%
85+	4,258	2.1%	4,767	2.2%	4,849	2.1%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	131,189	63.3%	132,840	60.9%	136,279	59.2%
Black Alone	4,919	2.4%	5,187	2.4%	5,425	2.4%
American Indian Alone	1,948	0.9%	1,984	0.9%	2,043	0.9%
Asian Alone	13,371	6.4%	15,449	7.1%	17,609	7.7%
Pacific Islander Alone	559	0.3%	593	0.3%	630	0.3%
Some Other Race Alone	46,114	22.2%	51,569	23.6%	56,436	24.5%
Two or More Races	9,213	4.4%	10,446	4.8%	11,604	5.0%
Hispanic Origin (Any Race)	90,053	43.4%	100,538	46.1%	111,145	48.3%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

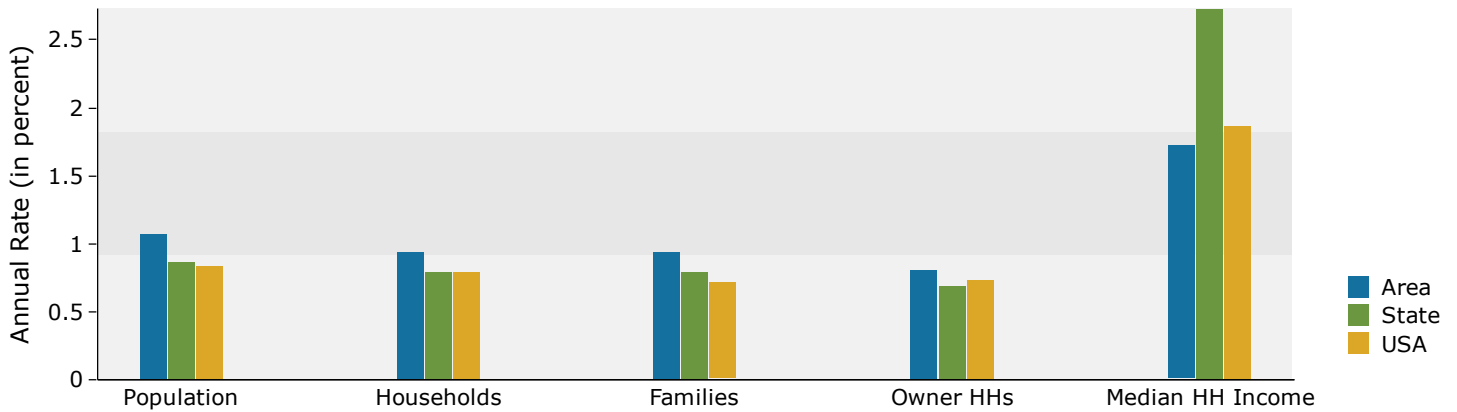


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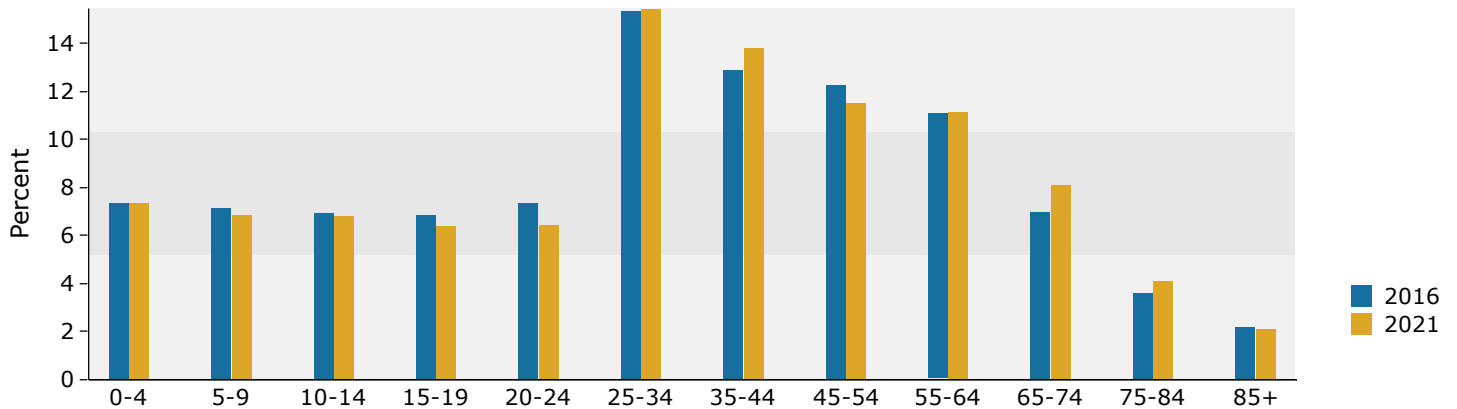
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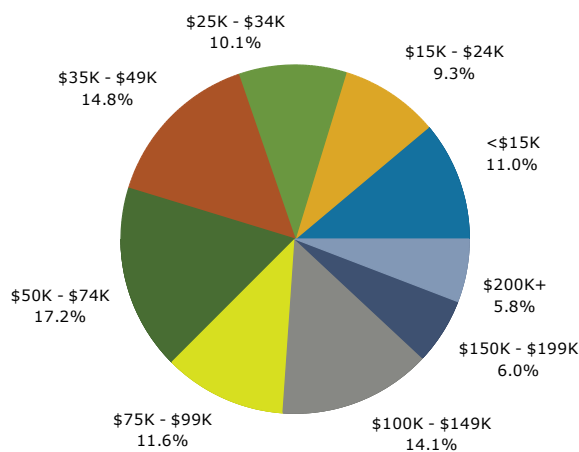
## Trends 2016-2021



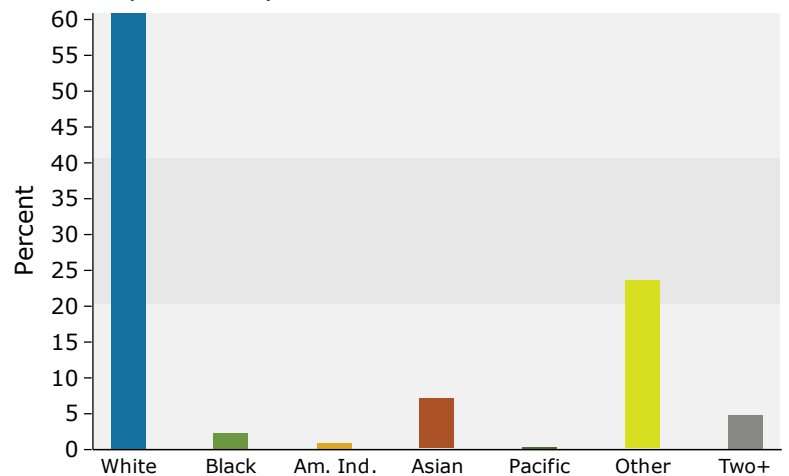
## Population by Age



## 2016 Household Income



## 2016 Population by Race



2016 Percent Hispanic Origin: 46.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.