

Escondido Promenade
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.11116
Longitude: -117.09846

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	12,949	114,145	209,562
2020 Total Population	13,156	119,603	224,711
2020 Group Quarters	259	1,951	4,021
2024 Total Population	13,411	119,075	225,350
2024 Group Quarters	279	1,887	3,894
2029 Total Population	13,279	120,137	226,245
2024-2029 Annual Rate	-0.20%	0.18%	0.08%
2024 Total Daytime Population	20,297	115,664	195,661
Workers	13,625	53,524	80,356
Residents	6,672	62,140	115,305
Household Summary			
2010 Households	4,210	36,216	67,203
2010 Average Household Size	3.02	3.10	3.07
2020 Total Households	4,325	38,649	72,475
2020 Average Household Size	2.98	3.04	3.05
2024 Households	4,394	39,213	73,824
2024 Average Household Size	2.99	2.99	3.00
2029 Households	4,432	40,258	75,468
2029 Average Household Size	2.93	2.94	2.95
2024-2029 Annual Rate	0.17%	0.53%	0.44%
2010 Families	2,828	25,382	48,795
2010 Average Family Size	3.57	3.59	3.51
2024 Families	3,025	27,775	54,029
2024 Average Family Size	3.54	3.53	3.49
2029 Families	3,064	28,603	55,370
2029 Average Family Size	3.47	3.46	3.42
2024-2029 Annual Rate	0.26%	0.59%	0.49%
Housing Unit Summary			
2000 Housing Units	4,257	36,198	62,916
Owner Occupied Housing Units	45.3%	48.4%	56.1%
Renter Occupied Housing Units	50.1%	48.7%	40.8%
Vacant Housing Units	4.6%	2.9%	3.0%
2010 Housing Units	4,498	38,352	70,925
Owner Occupied Housing Units	44.1%	46.1%	53.9%
Renter Occupied Housing Units	49.5%	48.3%	40.9%
Vacant Housing Units	6.4%	5.6%	5.2%
2020 Housing Units	4,580	40,264	75,251
Owner Occupied Housing Units	44.7%	46.7%	54.4%
Renter Occupied Housing Units	49.7%	49.3%	41.9%
Vacant Housing Units	3.9%	4.1%	3.7%
2024 Housing Units	4,611	40,988	76,871
Owner Occupied Housing Units	45.5%	47.2%	55.2%
Renter Occupied Housing Units	49.8%	48.4%	40.8%
Vacant Housing Units	4.7%	4.3%	4.0%
2029 Housing Units	4,651	41,934	78,382
Owner Occupied Housing Units	46.8%	48.3%	56.2%
Renter Occupied Housing Units	48.5%	47.7%	40.1%
Vacant Housing Units	4.7%	4.0%	3.7%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	4,394	39,213	73,824
<\$15,000	8.9%	10.1%	8.2%
\$15,000 - \$24,999	5.5%	6.2%	5.1%
\$25,000 - \$34,999	5.7%	6.3%	5.5%
\$35,000 - \$49,999	7.7%	8.7%	8.1%
\$50,000 - \$74,999	15.5%	15.4%	13.7%
\$75,000 - \$99,999	13.7%	12.0%	11.1%
\$100,000 - \$149,999	18.3%	17.5%	18.9%
\$150,000 - \$199,999	10.4%	10.1%	12.5%
\$200,000+	14.4%	13.7%	16.8%
Average Household Income	\$116,049	\$113,491	\$128,128
2029 Households by Income			
Household Income Base	4,432	40,258	75,468
<\$15,000	7.4%	8.7%	7.0%
\$15,000 - \$24,999	3.7%	4.6%	3.7%
\$25,000 - \$34,999	4.5%	5.2%	4.5%
\$35,000 - \$49,999	6.2%	7.4%	6.6%
\$50,000 - \$74,999	13.3%	13.4%	11.8%
\$75,000 - \$99,999	12.8%	11.6%	10.6%
\$100,000 - \$149,999	19.7%	18.7%	19.6%
\$150,000 - \$199,999	13.3%	12.5%	15.0%
\$200,000+	19.1%	17.8%	21.1%
Average Household Income	\$139,859	\$135,050	\$150,549
2024 Owner Occupied Housing Units by Value			
Total	2,099	19,357	42,409
<\$50,000	7.5%	1.7%	1.4%
\$50,000 - \$99,999	3.5%	2.1%	2.3%
\$100,000 - \$149,999	6.7%	2.3%	1.8%
\$150,000 - \$199,999	1.8%	1.6%	1.7%
\$200,000 - \$249,999	2.1%	2.7%	1.6%
\$250,000 - \$299,999	1.8%	2.7%	1.5%
\$300,000 - \$399,999	3.6%	4.2%	3.0%
\$400,000 - \$499,999	8.2%	7.0%	5.6%
\$500,000 - \$749,999	24.2%	25.8%	23.5%
\$750,000 - \$999,999	25.5%	27.9%	31.9%
\$1,000,000 - \$1,499,999	8.6%	16.7%	17.0%
\$1,500,000 - \$1,999,999	3.1%	3.4%	5.4%
\$2,000,000 +	3.3%	1.8%	3.4%
Average Home Value	\$685,917	\$782,128	\$860,494
2029 Owner Occupied Housing Units by Value			
Total	2,175	20,233	44,021
<\$50,000	6.2%	1.0%	1.0%
\$50,000 - \$99,999	1.4%	0.6%	1.2%
\$100,000 - \$149,999	2.6%	0.6%	0.6%
\$150,000 - \$199,999	0.4%	0.1%	0.2%
\$200,000 - \$249,999	4.3%	0.7%	0.4%
\$250,000 - \$299,999	0.3%	0.2%	0.1%
\$300,000 - \$399,999	1.8%	1.2%	0.8%
\$400,000 - \$499,999	4.0%	2.7%	2.0%
\$500,000 - \$749,999	16.4%	22.3%	18.3%
\$750,000 - \$999,999	28.8%	31.0%	33.2%
\$1,000,000 - \$1,499,999	18.5%	26.4%	25.0%
\$1,500,000 - \$1,999,999	7.3%	7.8%	10.0%
\$2,000,000 +	7.9%	5.3%	7.2%
Average Home Value	\$933,552	\$1,017,499	\$1,069,335

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$85,548	\$80,478	\$95,079
2029	\$103,502	\$97,350	\$110,673
Median Home Value			
2024	\$652,259	\$748,473	\$810,632
2029	\$858,826	\$915,619	\$940,891
Per Capita Income			
2024	\$38,569	\$37,650	\$42,034
2029	\$47,356	\$45,572	\$50,283
Median Age			
2010	32.0	32.7	33.3
2020	34.8	35.7	36.2
2024	36.3	36.8	37.3
2029	37.3	37.8	38.2
2020 Population by Age			
Total	13,156	119,603	224,711
0 - 4	6.0%	6.3%	6.0%
5 - 9	6.6%	6.7%	6.6%
10 - 14	6.8%	7.0%	7.1%
15 - 24	14.2%	14.0%	14.6%
25 - 34	16.6%	15.1%	14.0%
35 - 44	13.8%	13.3%	13.3%
45 - 54	11.3%	11.7%	12.3%
55 - 64	11.5%	11.8%	12.0%
65 - 74	7.6%	8.0%	8.3%
75 - 84	3.8%	4.1%	4.0%
85 +	1.8%	2.1%	1.8%
18 +	77.0%	75.9%	76.2%
2024 Population by Age			
Total	13,414	119,076	225,350
0 - 4	5.9%	6.2%	5.9%
5 - 9	5.9%	6.3%	6.3%
10 - 14	6.3%	6.5%	6.5%
15 - 24	13.5%	13.4%	13.9%
25 - 34	16.6%	15.0%	14.2%
35 - 44	14.5%	14.3%	14.1%
45 - 54	11.4%	11.6%	12.2%
55 - 64	11.3%	11.2%	11.3%
65 - 74	8.7%	8.8%	8.9%
75 - 84	3.9%	4.6%	4.6%
85 +	1.9%	2.2%	1.9%
18 +	78.1%	77.1%	77.4%
2029 Population by Age			
Total	13,280	120,136	226,246
0 - 4	5.8%	6.0%	5.8%
5 - 9	5.7%	6.0%	6.0%
10 - 14	5.7%	6.3%	6.4%
15 - 24	13.4%	12.9%	13.1%
25 - 34	15.7%	14.7%	14.3%
35 - 44	14.7%	14.2%	13.9%
45 - 54	12.3%	12.2%	12.6%
55 - 64	10.3%	10.3%	10.6%
65 - 74	9.4%	9.4%	9.5%
75 - 84	4.8%	5.7%	5.8%
85 +	2.0%	2.3%	2.1%
18 +	79.1%	77.9%	78.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	6,424	59,008	110,340
Females	6,732	60,595	114,371
2024 Population by Sex			
Males	6,661	59,545	112,285
Females	6,750	59,530	113,065
2029 Population by Sex			
Males	6,566	59,805	112,233
Females	6,714	60,333	114,012
2010 Population by Race/Ethnicity			
Total	12,950	114,144	209,563
White Alone	58.7%	60.7%	62.7%
Black Alone	2.2%	2.5%	2.4%
American Indian Alone	1.0%	1.1%	0.9%
Asian Alone	6.4%	5.7%	6.7%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	26.7%	25.3%	22.4%
Two or More Races	4.8%	4.5%	4.5%
Hispanic Origin	50.4%	48.9%	43.7%
Diversity Index	78.9	78.1	77.1
2020 Population by Race/Ethnicity			
Total	13,156	119,603	224,711
White Alone	41.9%	43.2%	46.1%
Black Alone	2.2%	2.4%	2.4%
American Indian Alone	1.7%	1.8%	1.5%
Asian Alone	8.4%	7.4%	9.0%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	28.4%	28.3%	24.5%
Two or More Races	17.2%	16.6%	16.2%
Hispanic Origin	51.6%	50.7%	45.3%
Diversity Index	85.3	85.0	84.5
2024 Population by Race/Ethnicity			
Total	13,410	119,076	225,350
White Alone	40.0%	41.6%	44.4%
Black Alone	2.2%	2.4%	2.4%
American Indian Alone	1.8%	1.8%	1.6%
Asian Alone	8.7%	7.8%	9.5%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	29.3%	29.1%	25.2%
Two or More Races	17.7%	17.0%	16.6%
Hispanic Origin	53.0%	51.9%	46.4%
Diversity Index	85.7	85.3	85.0
2029 Population by Race/Ethnicity			
Total	13,280	120,137	226,245
White Alone	37.6%	39.5%	42.2%
Black Alone	2.2%	2.3%	2.3%
American Indian Alone	1.8%	1.8%	1.6%
Asian Alone	9.2%	8.2%	10.1%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	30.7%	30.3%	26.3%
Two or More Races	18.3%	17.6%	17.2%
Hispanic Origin	55.0%	53.8%	48.2%
Diversity Index	85.9	85.6	85.6

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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2020 Population by Relationship and Household Type			
Total	13,156	119,603	224,711
In Households	98.0%	98.4%	98.2%
Householder	32.8%	32.5%	32.2%
Opposite-Sex Spouse	15.5%	15.9%	17.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	2.4%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.5%	29.0%	29.3%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.0%	1.1%	1.1%
Grandchild	2.9%	2.7%	2.5%
Brother or Sister	2.3%	2.3%	2.1%
Parent	2.5%	2.5%	2.3%
Parent-in-law	0.5%	0.5%	0.6%
Son-in-law or Daughter-in-law	0.9%	0.8%	0.8%
Other Relatives	2.6%	2.6%	2.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	5.5%	5.2%	4.9%
In Group Quarters	2.0%	1.6%	1.8%
Institutionalized	1.0%	0.6%	0.4%
Noninstitutionalized	1.0%	1.0%	1.4%
2024 Population 25+ by Educational Attainment			
Total	9,179	80,521	151,763
Less than 9th Grade	12.7%	11.8%	9.8%
9th - 12th Grade, No Diploma	6.8%	5.2%	4.8%
High School Graduate	21.1%	20.3%	19.1%
GED/Alternative Credential	1.9%	2.9%	2.9%
Some College, No Degree	19.7%	20.0%	20.0%
Associate Degree	8.3%	9.1%	8.7%
Bachelor's Degree	20.1%	19.9%	22.5%
Graduate/Professional Degree	9.3%	10.8%	12.1%
2024 Population 15+ by Marital Status			
Total	10,987	96,449	183,146
Never Married	35.6%	37.0%	35.7%
Married	48.2%	47.6%	50.5%
Widowed	5.7%	5.6%	5.1%
Divorced	10.5%	9.8%	8.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,051	60,620	116,845
Population 16+ Employed	96.8%	95.5%	95.9%
Population 16+ Unemployment rate	3.2%	4.5%	4.1%
Population 16-24 Employed	12.6%	13.8%	14.3%
Population 16-24 Unemployment rate	4.9%	7.6%	7.3%
Population 25-54 Employed	68.0%	66.4%	65.1%
Population 25-54 Unemployment rate	3.1%	3.7%	3.2%
Population 55-64 Employed	13.4%	14.0%	14.5%
Population 55-64 Unemployment rate	3.0%	4.0%	3.8%
Population 65+ Employed	6.1%	5.8%	6.0%
Population 65+ Unemployment rate	1.2%	6.1%	7.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	6,824	57,911	112,006
Agriculture/Mining	1.7%	1.6%	1.4%
Construction	8.5%	9.4%	8.6%
Manufacturing	11.6%	10.0%	10.5%
Wholesale Trade	1.1%	1.7%	2.1%
Retail Trade	11.2%	12.8%	11.7%
Transportation/Utilities	6.0%	4.6%	4.5%
Information	2.1%	1.8%	2.1%
Finance/Insurance/Real Estate	2.4%	4.3%	4.6%
Services	53.1%	50.9%	51.4%
Public Administration	2.4%	2.9%	3.0%
2024 Employed Population 16+ by Occupation			
Total	6,822	57,912	112,006
White Collar	51.7%	53.8%	57.9%
Management/Business/Financial	16.3%	14.9%	16.9%
Professional	18.8%	19.8%	21.8%
Sales	8.0%	9.1%	8.9%
Administrative Support	8.6%	10.0%	10.3%
Services	22.4%	21.5%	20.4%
Blue Collar	25.9%	24.6%	21.7%
Farming/Forestry/Fishing	0.9%	1.1%	0.9%
Construction/Extraction	5.8%	6.9%	6.3%
Installation/Maintenance/Repair	3.8%	3.2%	2.6%
Production	6.8%	5.0%	4.8%
Transportation/Material Moving	8.7%	8.4%	7.1%
2020 Households by Type			
Total	4,325	38,649	72,475
Married Couple Households	47.5%	49.4%	53.3%
With Own Children <18	20.3%	21.5%	23.3%
Without Own Children <18	27.2%	27.8%	30.0%
Cohabiting Couple Households	8.1%	7.8%	6.8%
With Own Children <18	2.7%	3.0%	2.6%
Without Own Children <18	5.4%	4.7%	4.2%
Male Householder, No Spouse/Partner	18.5%	16.7%	15.3%
Living Alone	9.3%	8.7%	7.7%
65 Years and over	3.2%	3.2%	2.8%
With Own Children <18	2.3%	2.1%	1.9%
Without Own Children <18, With Relatives	4.4%	3.9%	3.7%
No Relatives Present	2.6%	2.0%	1.9%
Female Householder, No Spouse/Partner	25.9%	26.2%	24.6%
Living Alone	11.0%	11.4%	10.6%
65 Years and over	5.8%	6.7%	6.1%
With Own Children <18	5.2%	5.7%	5.3%
Without Own Children <18, With Relatives	7.7%	7.4%	7.0%
No Relatives Present	2.0%	1.7%	1.8%
2020 Households by Size			
Total	4,325	38,649	72,475
1 Person Household	20.3%	20.1%	18.2%
2 Person Household	31.0%	28.8%	29.5%
3 Person Household	16.0%	16.3%	17.2%
4 Person Household	15.0%	15.9%	16.8%
5 Person Household	9.5%	9.7%	9.7%
6 Person Household	4.8%	5.0%	4.7%
7 + Person Household	3.4%	4.2%	3.9%

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2020 Households by Tenure and Mortgage Status			
Total	4,325	38,649	72,475
Owner Occupied	47.4%	48.6%	56.5%
Owned with a Mortgage/Loan	33.8%	37.6%	44.2%
Owned Free and Clear	13.5%	11.0%	12.3%
Renter Occupied	52.6%	51.4%	43.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	53	43	47
Percent of Income for Mortgage	47.7%	58.2%	53.4%
Wealth Index	93	97	117
2020 Housing Units By Urban/ Rural Status			
Total	4,580	40,264	75,251
Urban Housing Units	99.8%	99.6%	98.6%
Rural Housing Units	0.2%	0.4%	1.4%
2020 Population By Urban/ Rural Status			
Total	13,156	119,603	224,711
Urban Population	99.8%	99.5%	98.5%
Rural Population	0.2%	0.5%	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.	Trendsetters (3C)	NeWest Residents (13C)	NeWest Residents (13C)
3.	Diverse Convergence (13A)	Diverse Convergence (13A)	Urban Villages (7B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$10,861,292	\$94,683,400	\$198,076,409
Average Spent	\$2,471.85	\$2,414.59	\$2,683.09
Spending Potential Index	104	101	113
Education: Total \$	\$7,443,541	\$66,086,629	\$143,261,578
Average Spent	\$1,694.02	\$1,685.32	\$1,940.58
Spending Potential Index	98	98	112
Entertainment/Recreation: Total \$	\$18,126,798	\$156,561,491	\$332,323,435
Average Spent	\$4,125.35	\$3,992.59	\$4,501.56
Spending Potential Index	101	98	110
Food at Home: Total \$	\$34,493,692	\$294,294,929	\$613,324,224
Average Spent	\$7,850.18	\$7,505.03	\$8,307.92
Spending Potential Index	108	103	114
Food Away from Home: Total \$	\$18,348,775	\$159,979,462	\$335,905,175
Average Spent	\$4,175.87	\$4,079.76	\$4,550.08
Spending Potential Index	107	105	117
Health Care: Total \$	\$32,402,084	\$277,482,100	\$586,189,799
Average Spent	\$7,374.17	\$7,076.28	\$7,940.37
Spending Potential Index	96	92	103
HH Furnishings & Equipment: Total \$	\$14,032,349	\$121,573,485	\$256,861,178
Average Spent	\$3,193.53	\$3,100.34	\$3,479.37
Spending Potential Index	101	98	110
Personal Care Products & Services: Total \$	\$4,691,823	\$41,213,765	\$86,599,256
Average Spent	\$1,067.78	\$1,051.02	\$1,173.05
Spending Potential Index	107	106	118
Shelter: Total \$	\$127,657,368	\$1,119,827,788	\$2,362,393,885
Average Spent	\$29,052.66	\$28,557.56	\$32,000.35
Spending Potential Index	109	107	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,256,217	\$118,527,421	\$256,402,965
Average Spent	\$3,016.89	\$3,022.66	\$3,473.17
Spending Potential Index	86	86	99
Travel: Total \$	\$13,646,887	\$119,679,899	\$256,378,983
Average Spent	\$3,105.80	\$3,052.05	\$3,472.84
Spending Potential Index	102	101	114
Vehicle Maintenance & Repairs: Total \$	\$6,668,885	\$57,320,617	\$119,633,437
Average Spent	\$1,517.73	\$1,461.78	\$1,620.52
Spending Potential Index	102	99	109

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.