

**El Norte Pkwy Plaza**  
Escondido, California

**1 Mile Radius**

**3 Mile Radius**

**5 Mile Radius**

**10 Minute Drive**

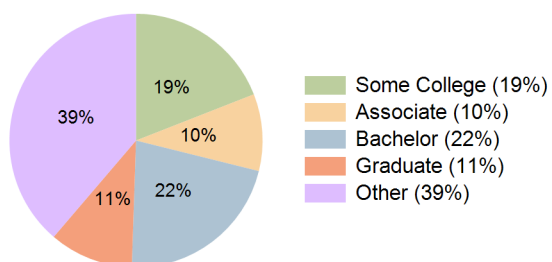
### Current Year Demographics

Current Population	17,173	121,451	226,696	134,153
Total Daytime Pop	12,565	116,039	199,695	130,046
Daytime Workers	4,209	54,502	85,815	62,535
Average Household Income	\$111,598	\$117,475	\$129,241	\$123,168
Median Household Income	\$89,551	\$88,520	\$97,938	\$94,218
Total Households	6,691	40,469	74,304	44,280
Median Home Value	\$733,761	\$751,709	\$818,015	\$776,889
Bachelors Degree	19.8%	20.3%	23.1%	21.7%
Graduate Degree	13.7%	10.3%	11.5%	10.7%
Consumer Spending Index	96	101	110	105

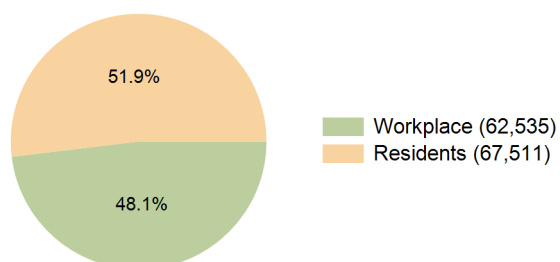
### 2030 Demographic Projections

Projected Population	17,273	122,605	228,653	135,133
Projected 5 Year Annual Growth Rate (Pop)	0.1%	0.2%	0.2%	0.2%
Projected Households	6,784	41,241	75,749	45,115
Projected 5 Year Annual Growth Rate (HH)	0.3%	0.4%	0.4%	0.4%

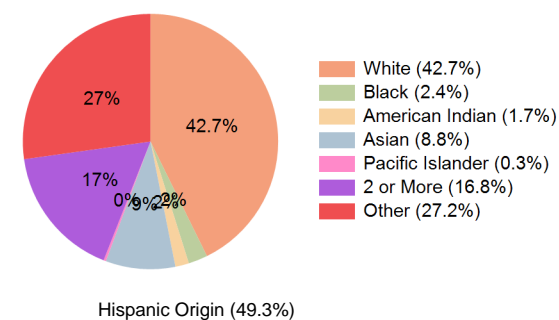
**Education (10 Minute Drive)**



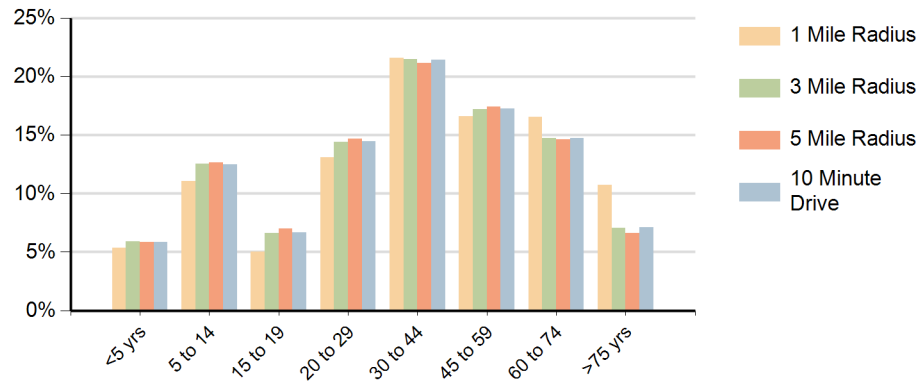
**Daytime Population (10 Minute Drive)**



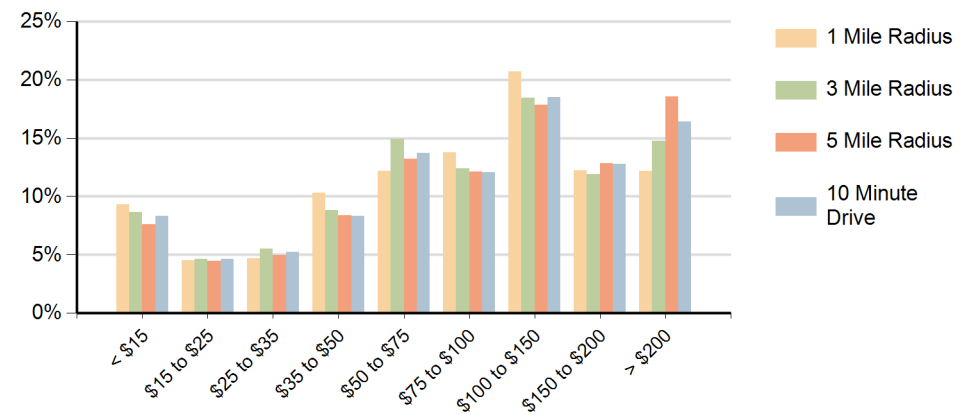
**Race (10 Minute Drive)**



### Population by Age Range



### Households by Income Range (\$000)



El Norte Pkwy Plaza Escondido, California		1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Population	Current Estimated Population	17,173	121,451	226,696	134,153
	2020 Census Population	16,696	121,794	226,199	134,131
	2010 Census Population	16,082	116,181	210,481	127,498
	Historical Annual Growth 2010 to 2020	0.4%	0.5%	0.7%	0.5%
	Estimated Annual Growth 2020 to 2025	0.5%	-0.1%	0.0%	0.0%
	Projected Annual Growth 2025 to 2030	0.1%	0.2%	0.2%	0.2%
Households	Current Estimated Households	6,691	40,469	74,304	44,280
	2020 Census Households	6,427	39,460	72,305	43,116
	2010 Census Households	6,335	36,981	66,600	40,368
	Historical Annual Growth 2010 to 2020	0.1%	0.7%	0.8%	0.7%
	Estimated Annual Growth 2020 to 2025	0.8%	0.5%	0.5%	0.5%
	Projected Annual Growth 2025 to 2030	0.3%	0.4%	0.4%	0.4%
Race	Population per Household	2.5	3.0	3.0	3.0
	White	47.8%	41.5%	43.2%	42.7%
	Black or African American	3.1%	2.4%	2.4%	2.4%
	American Indian	1.4%	1.8%	1.6%	1.7%
	Asian	10.0%	8.4%	9.5%	8.8%
	Pacific Islander	0.4%	0.3%	0.3%	0.3%
	2 or More Races	17.2%	17.1%	17.0%	16.8%
	Other Races	20.2%	28.5%	26.0%	27.2%
Hispanic Origin		40.4%	51.4%	47.6%	49.3%