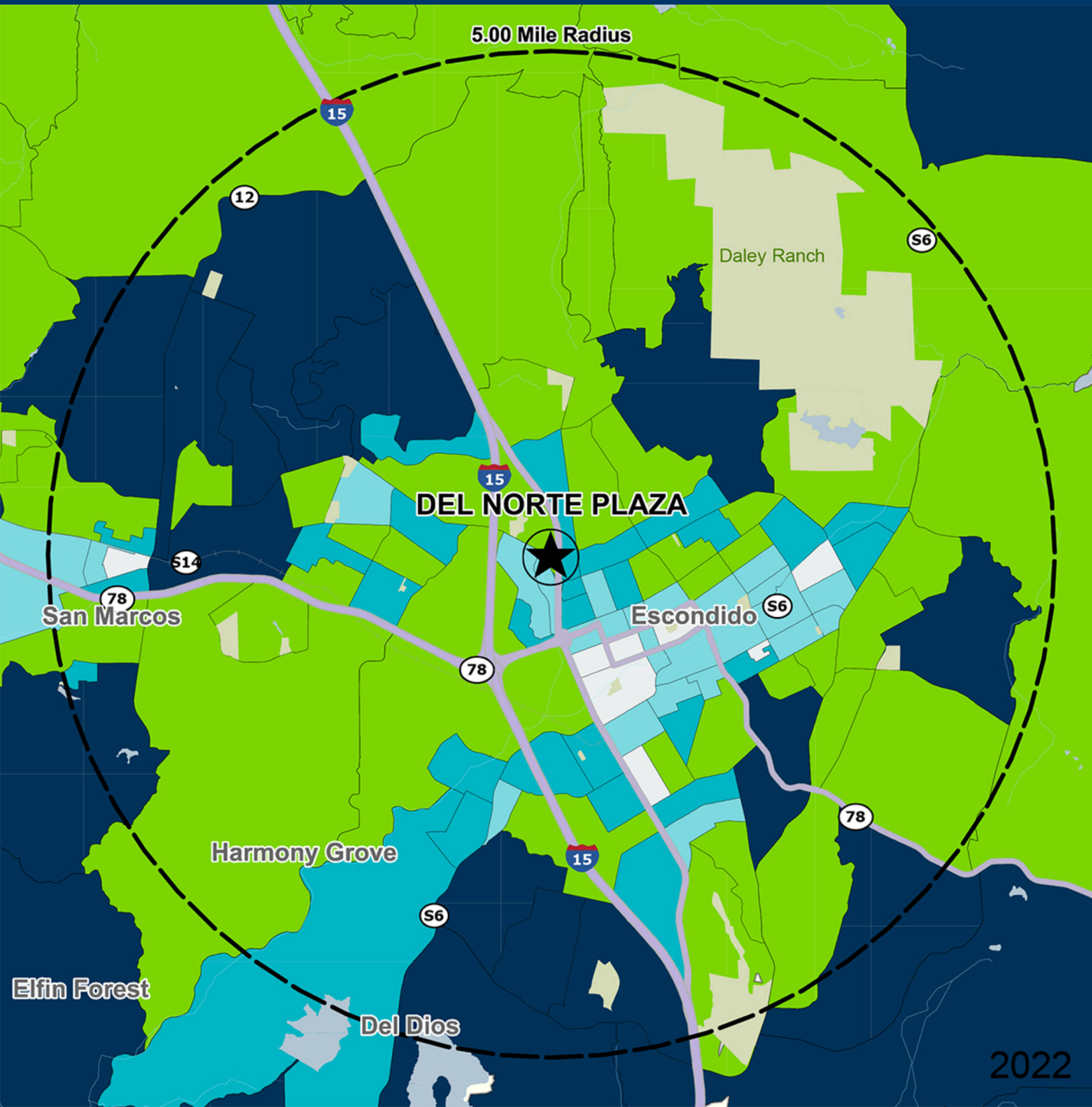


DEL NORTE PLAZA

W. EL NORTE PKWY. & CENTRE CITY PKWY., ESCONDIDO, CA



DEMOGRAPHICS

2022 ESTIMATES	1-MILE	3-MILE	5-MILE
POPULATION	24,794	144,544	216,985
DAYTIME POP	19,187	140,986	210,844
HOUSEHOLDS	8,451	45,385	69,033
AVERAGE HH INCOME	\$84,233	\$90,730	\$102,733
MEDIAN HH INCOME	\$69,774	\$69,508	\$77,980
PER CAPITA INCOME	\$29,089	\$28,885	\$33,081

Trade Area Systems, Updates of 2010 Census Data by Synergos

Average Household Income

By Block Group

- \$150K and up
- \$100K - \$150K
- \$75K - \$100K
- \$50K - \$75K
- 0 - \$50K

Popstats, 4Q 2022, Trade Area Systems