

# Summary Report

El Camino Promenade  
El Camino Real at Via Molena - Encinitas, CA

**WEINGARTEN REALTY**

Real Estate for Everyday Retail

Longitude: -117.261159

Latitude: 33.049553

| Key Variables            | 1.00 Mile Radius | 2.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |
|--------------------------|------------------|------------------|------------------|------------------|
| Population               | 14,775           | 49,483           | 80,511           | 147,325          |
| Average Household Income | \$149,938        | \$153,398        | \$154,305        | \$156,270        |

| Population                    |        |        |        |         |
|-------------------------------|--------|--------|--------|---------|
| 2024 Population               | 15,000 | 50,097 | 81,996 | 151,076 |
| 2019 Population               | 14,775 | 49,483 | 80,511 | 147,325 |
| 2010 Population               | 14,183 | 48,046 | 76,995 | 138,413 |
| 2000 Population               | 14,338 | 44,718 | 71,172 | 116,402 |
| Absolute Growth 2010 to 2019  | 4.18%  | 2.99%  | 4.57%  | 6.44%   |
| Projected Growth 2019 to 2024 | 1.52%  | 1.24%  | 1.84%  | 2.55%   |

| Race & Ethnicity |        |        |        |        |
|------------------|--------|--------|--------|--------|
| % White          | 76.82% | 78.41% | 79.51% | 77.68% |
| % Black          | 0.82%  | 0.56%  | 0.53%  | 0.79%  |
| % Asian          | 4.64%  | 4.56%  | 4.53%  | 5.75%  |
| % Other          | 3.29%  | 3.09%  | 3.18%  | 3.48%  |
| % Hispanic       | 14.43% | 13.39% | 12.25% | 12.29% |

| Income & Education       |           |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|
| Median Household Income  | \$105,029 | \$111,500 | \$113,256 | \$115,572 |
| Average Household Income | \$149,938 | \$153,398 | \$154,305 | \$156,270 |
| % College Graduates      | 65.99%    | 67.59%    | 68.40%    | 69.68%    |

| Age        |        |        |        |        |
|------------|--------|--------|--------|--------|
| Median Age | 44.5   | 44.9   | 44.6   | 44.6   |
| % Age < 18 | 20.83% | 20.27% | 20.29% | 21.15% |
| % Age 65 + | 20.48% | 20.06% | 19.47% | 19.86% |

| Households & Housing      |             |             |             |             |
|---------------------------|-------------|-------------|-------------|-------------|
| Households                | 5,806       | 19,142      | 31,808      | 58,455      |
| Average Household Size    | 2.53        | 2.56        | 2.51        | 2.51        |
| Median Housing Value      | \$1,335,176 | \$1,454,341 | \$1,468,160 | \$1,449,435 |
| % Owner Occupied Housing  | 65.44%      | 64.60%      | 61.36%      | 61.73%      |
| % Renter Occupied Housing | 30.46%      | 30.72%      | 32.45%      | 30.65%      |
| % Vacant Housing          | 4.09%       | 4.68%       | 6.19%       | 7.62%       |

| Workplace & Workers             |        |        |        |        |
|---------------------------------|--------|--------|--------|--------|
| Number of Businesses            | 850    | 2,288  | 3,402  | 5,947  |
| Total Number of Employees (FTE) | 8,062  | 22,268 | 31,937 | 58,355 |
| % White Collar                  | 82.41% | 80.35% | 80.21% | 81.22% |
| % Blue Collar                   | 17.59% | 19.65% | 19.79% | 18.78% |