



CITY OF ENCINITAS

Memorandum

November 18, 2013

TO: Distribution List – Attached

VIA: Gus Vina, City Manager *GV*

FROM: Tim Nash, Finance Director *TN*
Teri Shoemaker, Finance Manager *TS*

SUBJECT: Encinitas Sales Tax Report
Third Quarter Receipts for Second Quarter Sales (April – June 2013)

The Encinitas Sales Tax Report is derived from information provided by HdL Companies. The reported figures are based upon sales occurring during April – June 2013. Businesses are required to remit their sales tax returns to the State Board of Equalization (SBOE) by the end of the month following quarter-end. The SBOE releases the sales tax data three months later.

The report provides the increase or decrease in sales tax percentages based on what was received during the same period last year. Aberrations (unusual occurrences such as doubling up of payments, late payments, etc.) get factored out to provide the actual sales tax results.

Second quarter receipts from local businesses totaled \$2,629,200 and from the County and State pool allocation \$318,000 which represents a .9% and 1.6% increase respectively over the same period last year. Total receipts were \$2,947,300 which represents a 1.0% overall increase. Actual sales receipts for all of San Diego County increased 5.2% over the comparable time period while Southern California as a whole was up 5.2%. The table below compares the increase or decrease by major industry group for the City, County and Southern California. The County and the region experienced larger increases in the Restaurant and Hotel, Autos and Transportation and Building and Construction categories and a smaller decrease in Fuel and Service Stations when compared to the City results.

Major Industry Group	City of Encinitas	San Diego County	Southern California
General Consumer Goods	5.1%	4.2%	4.4%
Restaurants and Hotels	0.5%	6.1%	7.9%
Autos and Transportation	3.4%	9.2%	10.5%
Fuel and Service Stations	-11.2%	-7.9%	-4.4%
Food and Drugs	4.1%	3.0%	2.5%
Building and Construction	1.1%	8.7%	11.4%
Business and Industry	2.3%	6.8%	0.3%

Figure 1 highlights the sales tax producers for the City of Encinitas and compares the top 25 sales producing business with the total sales producing businesses. The top 25 sales tax producers generated 45% of the total sales tax receipts for the second quarter 2013 versus 42% this same time last year. For a complete list of the top 25 businesses, see Attachment A.

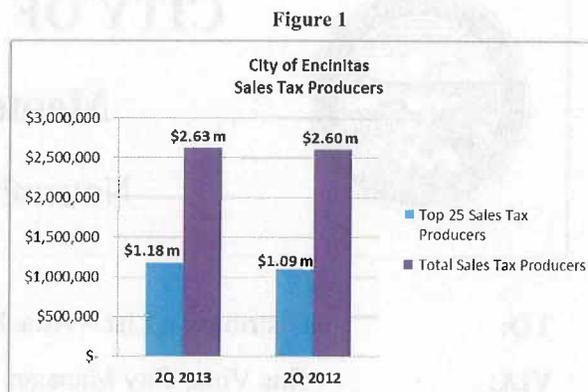
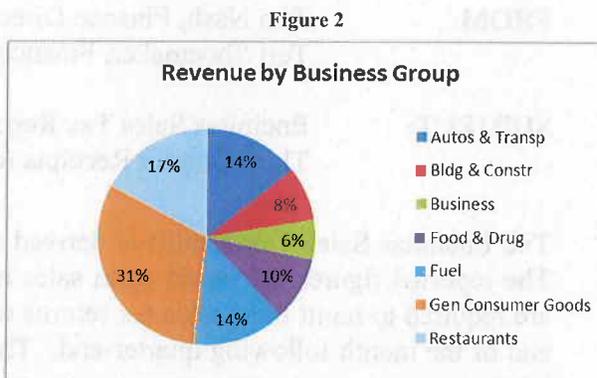


Figure 2 highlights the revenue by business group for the City. As the chart indicates a majority of the revenue is generated by the sale of general consumer goods, restaurants, then followed by autos/transportation and fuel.



Revenue generated by business groups is unique to each jurisdiction and doesn't always mirror the trends established by the County and the State.

On a state-wide level, receipts from local governments' one cent sales and use tax were up 5.4% over the second quarter of 2012. Strong automobile sales and the passage of AB 155's expanded definition of collecting sales and use taxes from out-of-state corporations selling their consumables to residents of California contributed to more than half of the increase. The building and construction categories reported significant gains reflecting the beginning of a recovery in new housing construction and remodeling activity.

HdL reports in their Sales Tax Update, Attachment A, that the general consensus is that the state's economy will continue to recover in 2013-14 but sales tax growth may be more modest in the second half of the fiscal year than the first half.

Experts predict that auto sales will plateau in another quarter or two. With consumers taking on more debt to purchase new cars and homes, discretionary spending on other items is expected to slow. The six year boom in the state's technology sector appears to be slowing as companies shift from buying their own hardware to renting computer power through cloud-based services. Gas prices will continue to be impacted as consumers switch to hybrids and more fuel efficient vehicles.

Continued recovery in construction activity is expected to generate a major share of the sales tax growth in second half of the fiscal year. With rising home prices and stock market values

benefiting higher income families, luxury goods in all categories are also projected to show solid gains.

Attached to this report are the following reports, tables and graphs:

Attachment A	<i>Sales Tax Update</i> Newsletter
Attachment B	Major Industry Groups, Current Quarter Sales Volume
Attachment C	San Diego County, Sales Tax Trends for all Agencies
Attachment D	Southern California, By County and Major Business Group
Attachment E	Encinitas Geo Areas 1: 13 Quarter History
Attachment F	Encinitas Geo Areas 2: 13 Quarter History
Attachment G	Agency Comparisons
Attachment H	Sales Tax Revenues by Geographic Area, table format

The report is also available on the city's website at www.cityofencinitas.org. Click on *Departments>Finance>Quarter Reports*.

Distribution:

City Council Members
City Manager
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Department Analysts

Q2

2013



City of Encinitas Sales Tax *Update*

Third Quarter Receipts for Second Quarter Sales (April - June 2013)

Encinitas In Brief

Receipts for Encinitas' April through June sales were 1.0% higher than the same quarter one year ago.

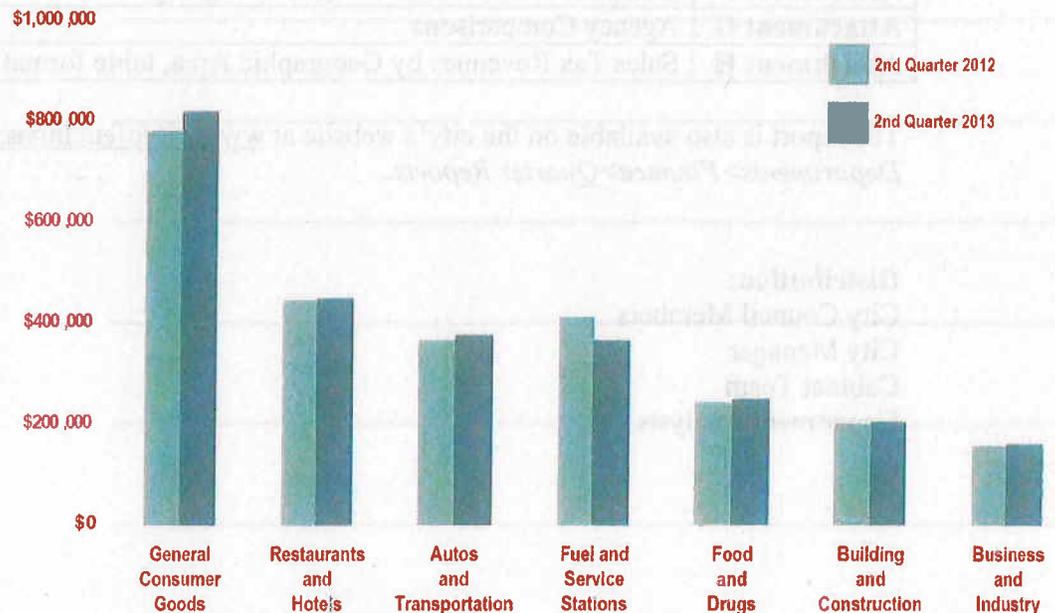
General consumer goods experienced a strong sales quarter from multiple categories including family apparel, sporting goods, and electronics. The addition of a new retailer also helped boost this sector's receipts. The restaurant group benefited from new eateries with and without liquor.

Autos and transportation posted an overall increase over the same quarter last year. Strong sales from grocery stores were significant factors in the increase from food and drugs.

An accounting adjustment from the paint and glass category was primarily responsible for muting the gains from building and construction. A reporting error that resulted in a missing payment contributed to the overall decline from service stations.

Adjusted for aberrations, taxable sales for all of San Diego County increased 5.2% over the comparable time period, while the Southern California region as a whole was up 5.2%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

In Alphabetical Order

7 Eleven	Leucadia Arco
Acacia Gas & Car Wash	Leucadia Shell
Best Buy	O'Brien Station
BMW of Encinitas	Quick Shine Car Wash
Chevron	REI
Encinitas Ford	Rosanos Unocal 76
Encinitas Gasoline & Auto Service	Sports Authority
Financial Services Vehicle Trust	Target
Hansen Surfboards	Tesoro Refining & Marketing
Herman Cook Volkswagen	TJ Maxx
Home Depot	Valero
Home Goods	Vons
	Walmart

REVENUE COMPARISON

One Quarter - Fiscal Year To Date

	2012-13	2013-14
Point-of-Sale	\$2,604,893	\$2,629,184
County Pool	310,438	316,315
State Pool	2,615	1,833
Gross Receipts	\$2,917,946	\$2,947,333
Less Triple Flip*	\$(729,486)	\$(736,833)

*Reimbursed from county compensation fund

Q2 2013

City of Encinitas Sales Tax Update

State Overall

Adjusted for accounting anomalies, receipts from local governments' one cent sales and use tax were up 5.4% over the second quarter of 2012.

More than half of the increase was driven by a strong quarter for auto sales plus new revenues flowing to the countywide use tax allocation pools largely as result of the previous passage of AB 155's expanded definition of nexus for out-of-state companies required to collect California sales and use taxes.

Receipts from the building and construction categories exhibited significant gains reflecting the beginning of a recovery in new housing construction and considerable remodeling activity. Restaurant sales were also strong but limited to low priced quick service chains and higher priced fine dining restaurants with full liquor licenses.

Gains from general consumer goods were modest overall and tended to be retailer and community specific. Tax revenues from fuel were down from last year's comparable quarter while receipts from business and industrial purchases were flat with the few increases in that group primarily tied to agriculture and food processing.

The Remaining Fiscal Year

The general consensus is that the state's economy will continue to recover in 2013-14 but sales tax growth may be more modest in the second half of the fiscal year than the first half.

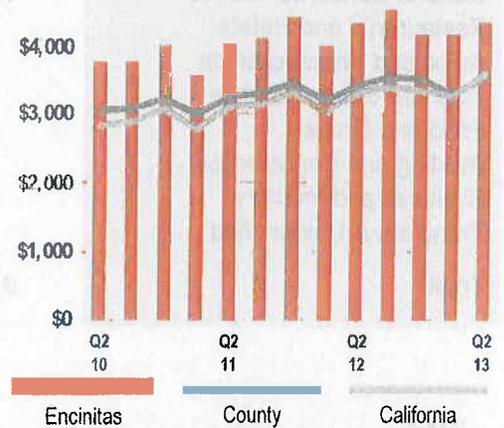
Auto sales which have been up by double digits from years of pent-up demand are expected to plateau in another quarter or two with the pace of growth returning to more normal levels. With consumers taking on more debt to purchase new cars and homes, discretion-

ary spending on other items is expected to slow. Low inflation, price competition and a job recovery tilted toward low paying or part-time work will also keep the cost of taxable goods in check.

The six year boom in the state's technology sector appears to be slowing with companies shifting from buying their own hardware and software to renting computer power through cloud based services. Gas prices will continue to be impacted by refinery shutdowns, Middle East crises and oil speculators. However with today's new cars almost 20% more fuel efficient than those sold only six years ago, further tax gains from this segment are not anticipated.

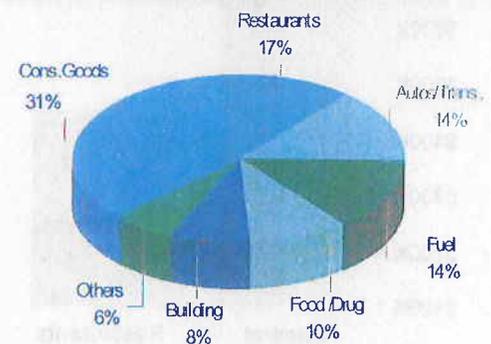
Continued recovery in construction activity is expected to generate a major share of sales tax growth in the second half of the fiscal year. With rising home and stock market values benefiting higher income families, luxury goods in all categories are also projected to show solid gains.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP

Encinitas This Quarter



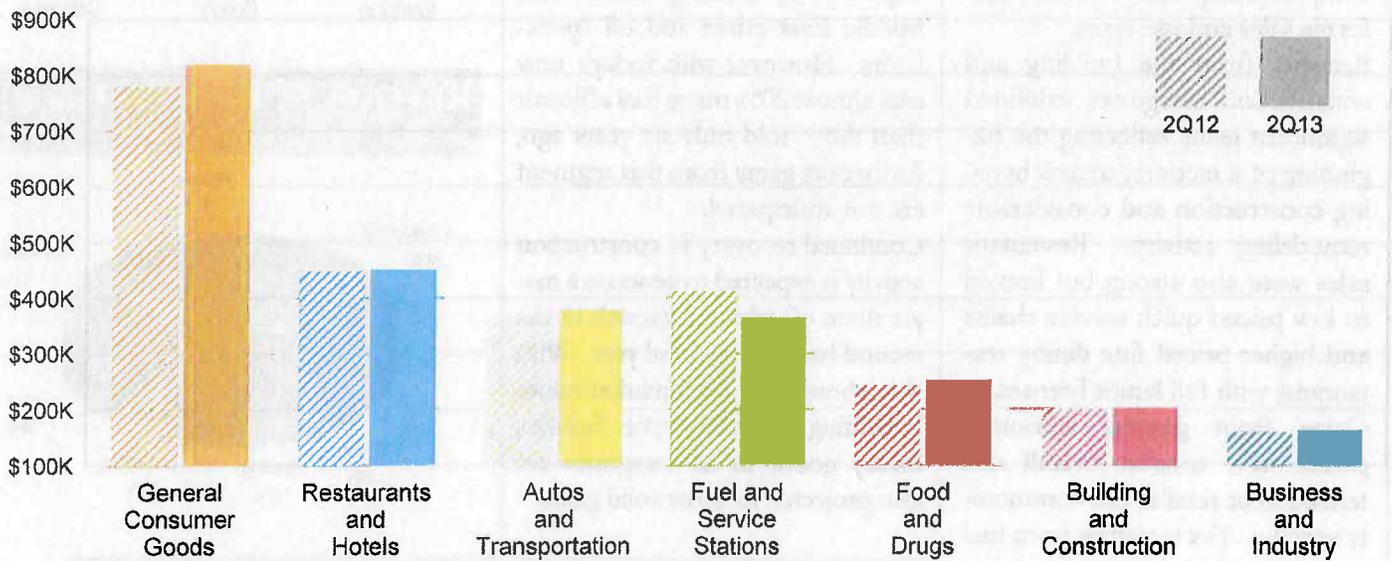
ENCINITAS TOP 15 BUSINESS TYPES

Business Type	Encinitas		County	HdL State
	Q2 '13*	Change	Change	Change
Art/Gift/Novelty Stores	46.8	22.4%	-3.9%	1.8%
Discount Dept Stores	—	CONFIDENTIAL	2.0%	2.3%
Drug Stores	44.5	-1.2%	-0.5%	0.8%
Electronics/Appliance Stores	93.2	6.3%	6.3%	3.9%
Family Apparel	83.5	8.7%	4.9%	4.7%
Grocery Stores Liquor	137.9	4.2%	4.0%	2.7%
Home Furnishings	96.3	-8.9%	5.4%	6.7%
Lumber/Building Materials	175.2	13.2%	-3.8%	-4.6%
New Motor Vehicle Dealers	—	CONFIDENTIAL	12.6%	11.1%
Restaurants Beer And Wine	94.9	11.5%	-2.1%	-1.1%
Restaurants Liquor	218.0	-5.1%	4.8%	9.8%
Restaurants No Alcohol	136.3	3.0%	1.9%	5.9%
Service Stations	364.0	-11.2%	-9.5%	-5.7%
Specialty Stores	76.2	-0.4%	4.7%	5.5%
Sporting Goods/Bike Stores	110.2	4.0%	9.6%	4.2%
Total All Accounts	\$2,629.2	0.9%	3.9%	7.0%
County & State Pool Allocation	318.1	1.6%		
Gross Receipts	\$2,947.3	1.0%		

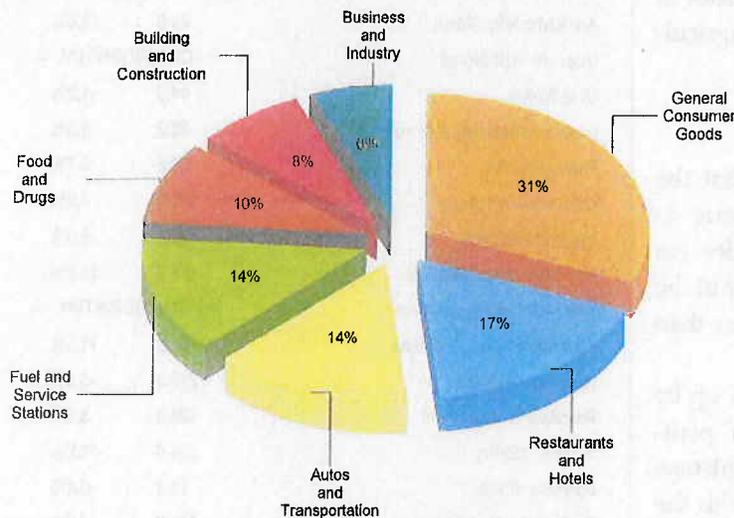
*In thousands

<u>Major Industry Group</u>	<u>Count</u>	<u>2Q13</u>	<u>2Q12</u>	<u>\$ Change</u>	<u>% Change</u>
General Consumer Goods	1,683	819,435	779,630	39,805	5.1%
Restaurants and Hotels	258	450,401	448,116	2,285	0.5%
Autos and Transportation	111	377,078	364,627	12,451	3.4%
Fuel and Service Stations	26	364,194	410,201	(46,007)	-11.2%
Food and Drugs	84	251,854	241,927	9,927	4.1%
Building and Construction	76	203,189	201,076	2,113	1.1%
Business and Industry	853	163,033	159,316	3,718	2.3%
Transfers & Unidentified	0	0	0	0	-N/A-
Total	3,091	2,629,184	2,604,893	24,291	0.9%

2Q12 Compared To 2Q13



2Q13 Percent of Total





SAN DIEGO COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - 2Q 2013 SALES

Agency allocations reflect "point of sale" receipts

Agency Name	Count	Current Year 2Q 2013	Prior Year 2Q 2012	Share of County Pool	Actual Receipts % Change	Adjusted* % Change
Del Mar	1,760	494,435	415,625	0.4%	+ 19.0%	+ 14.4%
Coronado	648	641,521	602,914	0.6%	+ 6.4%	+ 11.9%
Santee	1,427	1,975,887	1,865,731	1.8%	+ 5.9%	+ 10.2%
Lemon Grove	588	947,268	872,470	0.8%	+ 8.6%	+ 9.5%
Oceanside	4,919	4,314,525	4,096,306	3.9%	+ 5.3%	+ 9.3%
Vista	2,793	3,446,230	3,351,525	3.1%	+ 2.8%	+ 7.8%
National City	2,083	3,422,336	3,213,878	3.1%	+ 6.5%	+ 7.3%
El Cajon	2,865	4,967,403	4,653,303	4.4%	+ 6.8%	+ 6.9%
San Diego Co. Uninc	13,275	5,713,228	5,610,572	5.1%	+ 1.8%	+ 6.2%
Carlsbad	4,653	6,730,966	6,076,707	6.0%	+ 10.8%	+ 5.9%
San Marcos	2,510	3,438,262	3,281,847	3.1%	+ 4.8%	+ 4.5%
Chula Vista	4,921	6,363,710	6,356,665	5.7%	+ 0.1%	+ 4.2%
Escondido	4,585	6,939,504	6,797,991	6.2%	+ 2.1%	+ 3.6%
San Diego	43,784	53,999,889	52,036,261	48.3%	+ 3.8%	+ 3.4%
Imperial Beach	424	199,226	221,300	0.2%	- 10.0%	+ 2.5%
La Mesa	1,921	2,472,353	2,436,552	2.2%	+ 1.5%	+ 1.8%
Encinitas	3,091	2,629,184	2,604,893	2.3%	+ 0.9%	+ 1.2%
Poway	1,694	2,601,951	2,570,733	2.3%	+ 1.2%	+ 0.3%
Solana Beach	928	608,979	656,254	0.5%	- 7.2%	- 7.0%
Totals	98,869	111,906,857	107,721,529	100.0%	+ 3.9%	+ 4.4%
San Diego Pool	18,780	13,463,436	12,837,712		+ 4.9%	+ 12.4%

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	2Q 2013	2Q 2012	% Change	2Q 2013	2Q 2012	% Change
Imperial County						
Autos And Transportation	646,188	599,721	7.7%	646,188	611,764	5.6%
Building And Construction	307,323	271,221	13.3%	307,990	291,729	5.6%
Business And Industry	3,530,645	593,046	495.3%	3,519,017	610,145	476.8%
Food And Drugs	202,393	202,652	-0.1%	207,752	201,612	3.0%
Fuel And Service Stations	959,723	936,241	2.5%	981,737	922,567	6.4%
General Consumer Goods	1,578,222	1,519,773	3.8%	1,578,222	1,512,430	4.4%
Restaurants And Hotels	438,373	417,586	5.0%	438,373	414,320	5.8%
Transfers & Unidentified	-422	27	-1663.8%	-422	0	-N/A -
County & State Pool	1,228,953	772,962	59.0%	1,234,779	661,146	86.8%
	8,891,398	5,313,228	67.3%	8,913,636	5,225,713	70.6%
Los Angeles County						
Autos And Transportation	53,276,146	48,311,857	10.3%	51,785,739	48,015,915	7.9%
Building And Construction	21,815,342	21,158,838	3.1%	21,632,836	19,897,348	8.7%
Business And Industry	54,591,942	46,130,628	18.3%	45,591,416	49,904,462	-8.6%
Food And Drugs	20,255,656	19,566,553	3.5%	20,267,578	19,450,118	4.2%
Fuel And Service Stations	43,199,288	44,455,383	-2.8%	42,204,998	44,082,932	-4.3%
General Consumer Goods	82,794,469	79,514,467	4.1%	82,601,559	78,664,639	5.0%
Restaurants And Hotels	48,476,663	45,603,773	6.3%	48,230,083	45,224,795	6.6%
Transfers & Unidentified	3,289	64,062	-94.9%	-9,567	-3,609	-165.1%
County & State Pool	34,145,788	36,204,455	-5.7%	39,005,718	33,472,664	16.5%
	358,558,582	341,010,016	5.1%	351,310,360	338,709,263	3.7%
Orange County						
Autos And Transportation	21,908,480	20,186,739	8.5%	21,696,348	20,204,309	7.4%
Building And Construction	9,466,513	8,967,738	5.6%	9,482,393	8,399,095	12.9%
Business And Industry	23,054,841	22,837,238	1.0%	22,623,979	23,019,117	-1.7%
Food And Drugs	6,593,967	6,454,794	2.2%	6,577,785	6,457,029	1.9%
Fuel And Service Stations	14,661,915	15,851,939	-7.5%	14,504,960	16,511,426	-12.2%
General Consumer Goods	34,326,051	32,554,399	5.4%	34,206,579	32,448,012	5.4%
Restaurants And Hotels	21,906,404	19,340,076	13.3%	21,526,070	19,110,379	12.6%
Transfers & Unidentified	-5,048	36,824	-113.7%	-5,048	-203	-2390.0%
County & State Pool	14,650,543	12,743,754	15.0%	15,258,413	12,462,563	22.4%
	146,563,665	138,973,500	5.5%	146,871,478	138,611,728	5.2%
Riverside County						
Autos And Transportation	12,193,256	10,486,644	16.3%	11,948,960	10,448,760	14.4%
Building And Construction	7,395,132	7,011,657	5.5%	7,406,953	6,270,344	18.1%
Business And Industry	10,107,713	8,308,352	21.7%	9,938,137	8,401,025	18.3%
Food And Drugs	4,229,145	4,103,696	3.1%	4,249,831	4,096,308	3.7%
Fuel And Service Stations	9,503,045	10,030,513	-5.3%	9,457,903	9,865,223	-4.1%
General Consumer Goods	17,181,612	16,510,140	4.1%	17,058,373	16,479,313	3.5%
Restaurants And Hotels	8,306,789	7,849,917	5.8%	8,250,984	7,739,908	6.6%
Transfers & Unidentified	-3,793	19,285	-119.7%	-3,793	-750	-405.9%
County & State Pool	7,208,414	7,710,494	-6.5%	7,491,306	7,346,383	2.0%
	76,121,313	72,030,697	5.7%	75,798,653	70,646,515	7.3%
San Bernardino County						
Autos And Transportation	13,198,992	11,094,511	19.0%	12,408,807	10,973,344	13.1%
Building And Construction	5,941,617	6,313,304	-5.9%	5,951,041	5,699,884	4.4%
Business And Industry	14,070,857	12,450,282	13.0%	13,703,951	13,142,869	4.3%
Food And Drugs	3,440,114	3,437,185	0.1%	3,439,327	3,393,817	1.3%
Fuel And Service Stations	10,704,141	11,373,086	-5.9%	10,589,644	11,145,238	-5.0%
General Consumer Goods	16,239,836	15,601,825	4.1%	16,089,079	15,637,752	2.9%
Restaurants And Hotels	6,827,277	6,446,135	5.9%	6,774,299	6,384,016	6.1%
Transfers & Unidentified	3,158	658	380.2%	3,158	-415	860.6%
County & State Pool	7,239,354	7,197,179	0.6%	8,251,809	7,038,230	17.2%
	77,665,346	73,914,165	5.1%	77,211,115	73,414,735	5.2%
San Diego County						
Autos And Transportation	19,917,009	18,079,204	10.2%	19,583,086	17,941,264	9.2%
Building And Construction	8,506,932	8,355,108	1.8%	8,418,714	7,746,375	8.7%
Business And Industry	15,273,767	13,746,313	11.1%	15,001,059	14,050,211	6.8%
Food And Drugs	7,326,701	7,180,578	2.0%	7,341,335	7,130,600	3.0%
Fuel And Service Stations	12,349,361	13,854,415	-10.9%	12,217,526	13,259,185	-7.9%
General Consumer Goods	31,410,175	29,934,012	4.9%	31,135,664	29,876,227	4.2%
Restaurants And Hotels	17,111,895	16,525,746	3.5%	17,077,846	16,092,407	6.1%
Transfers & Unidentified	11,015	46,153	-76.1%	-2,134	310	-787.6%
County & State Pool	13,541,449	12,945,835	4.6%	14,326,566	12,786,817	12.0%
	125,448,306	120,667,364	4.0%	125,099,661	118,883,396	5.2%

SOUTHERN CALIFORNIA**ACTUAL/ADJUSTED COMPARISON - BY COUNTY AND MAJOR INDUSTRY GROUP**

	ACTUAL RECEIPTS			ADJUSTED FOR ECONOMIC DATA		
	2Q 2013	2Q 2012	% Change	2Q 2013	2Q 2012	% Change
Ventura County						
Autos And Transportation	5,672,053	5,275,122	7.5%	5,660,099	5,233,104	8.2%
Building And Construction	2,217,989	2,290,649	-3.2%	2,236,554	2,049,850	9.1%
Business And Industry	24,202,728	2,956,063	718.7%	4,993,149	4,700,611	6.2%
Food And Drugs	1,780,438	1,727,511	3.1%	1,778,907	1,729,340	2.9%
Fuel And Service Stations	3,497,482	3,716,634	-5.9%	3,465,834	3,729,991	-7.1%
General Consumer Goods	7,450,970	7,153,699	4.2%	7,395,884	7,132,842	3.7%
Restaurants And Hotels	3,494,538	3,246,571	7.6%	3,471,720	3,223,922	7.7%
Transfers & Unidentified	-1,167	6,528	-117.9%	-1,167	0	N/A -
County & State Pool	3,091,347	2,826,719	9.4%	3,231,567	2,795,053	15.6%
	51,406,378	29,199,497	76.1%	32,232,546	30,594,713	5.4%
Southern California Totals						
Autos And Transportation	126,812,124	114,033,799	11.2%	123,729,228	113,428,461	9.1%
Building And Construction	55,650,848	54,368,513	2.4%	55,436,481	50,354,624	10.1%
Business And Industry	144,832,493	107,021,921	35.3%	115,370,710	113,828,440	1.4%
Food And Drugs	43,828,415	42,672,969	2.7%	43,862,514	42,458,825	3.3%
Fuel And Service Stations	94,874,956	100,218,212	-5.3%	93,422,601	99,516,562	-6.1%
General Consumer Goods	190,981,335	182,788,315	4.5%	190,065,360	181,751,213	4.6%
Restaurants And Hotels	106,561,938	99,429,803	7.2%	105,769,374	98,189,749	7.7%
Transfers & Unidentified	7,030	173,535	-95.9%	-18,974	-4,666	-306.6%
County & State Pools	81,105,848	80,401,399	0.9%	88,800,157	76,562,856	16.0%
	844,654,988	781,108,466	8.1%	816,437,450	776,086,064	5.2%
HdL State Totals						
Autos And Transportation	216,383,004	192,847,063	12.2%	211,753,737	191,636,879	10.5%
Building And Construction	107,265,877	104,574,011	2.6%	107,199,964	96,229,799	11.4%
Business And Industry	253,170,609	210,365,884	20.3%	216,607,665	215,883,566	0.3%
Food And Drugs	80,742,951	79,143,786	2.0%	80,617,003	78,616,612	2.5%
Fuel And Service Stations	176,877,295	185,974,109	-4.9%	174,620,738	182,616,740	-4.4%
General Consumer Goods	322,177,661	308,093,290	4.6%	320,339,465	306,803,477	4.4%
Restaurants And Hotels	177,393,826	165,519,587	7.2%	176,437,046	163,478,878	7.9%
Transfers & Unidentified	95,143	404,039	-76.5%	-13,854	4,301	-222.2%
County & State Pools	157,319,710	150,188,701	4.7%	169,898,761	147,820,558	14.9%
	1,491,426,075	1,397,110,470	6.8%	1,457,460,525	1,383,082,208	5.4%



CITY OF ENCINITAS

ENCINITAS GEO AREAS I - 13 QUARTER HISTORY

Geo Area Names

Sales Tax by Geographic areas

Encinitas Town Center & Enci

Count: 99

NW El Camino Real Business

Count: 308

Old Encinitas (new)

Count: 701

NE El Camino Real Business I

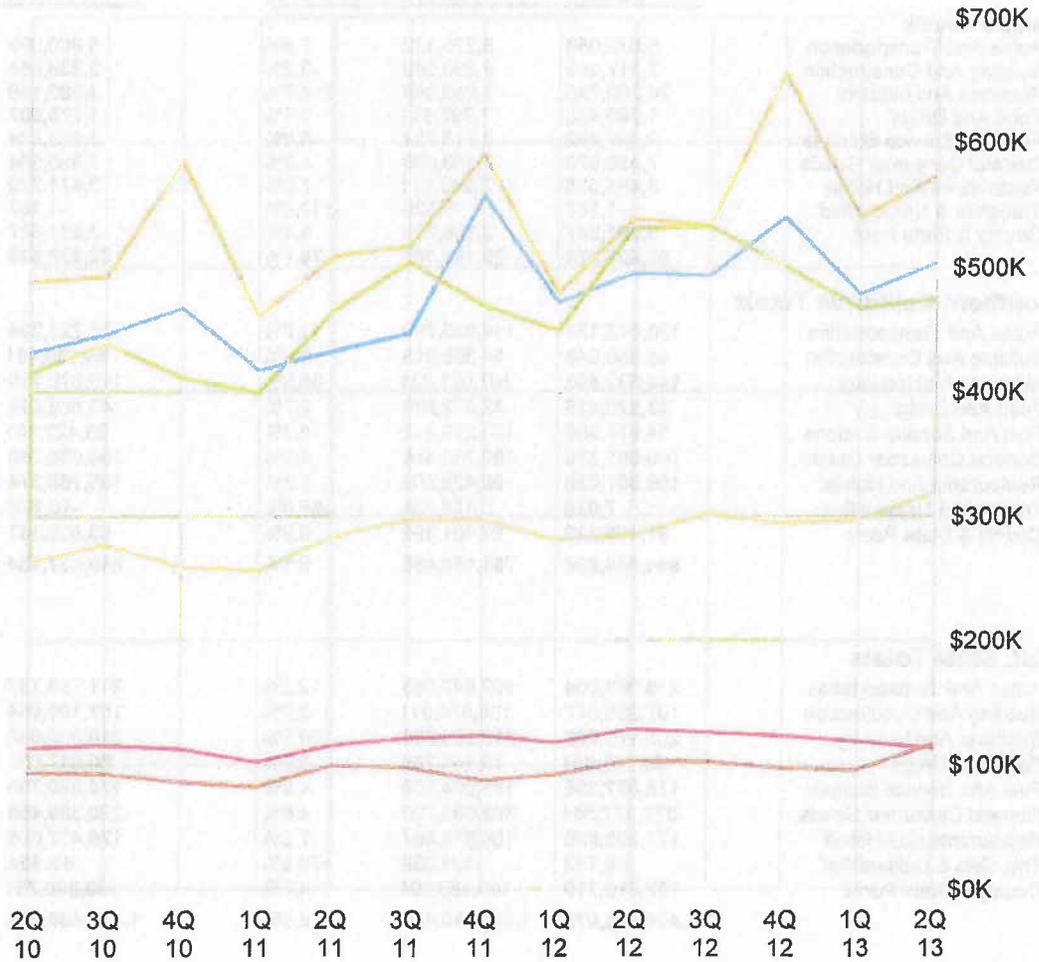
Count: 237

North Coastal Encinitas (new)

Count: 405

Leucadia (new)

Count: 406



* Periods Shown Reflect the Period in Which the Sales Occurred - Point of Sale

Geo Area Names

Sales Tax by Geographic areas

Cardiff by the Sea (new)

Count: 435

SE El Camino Real Business I

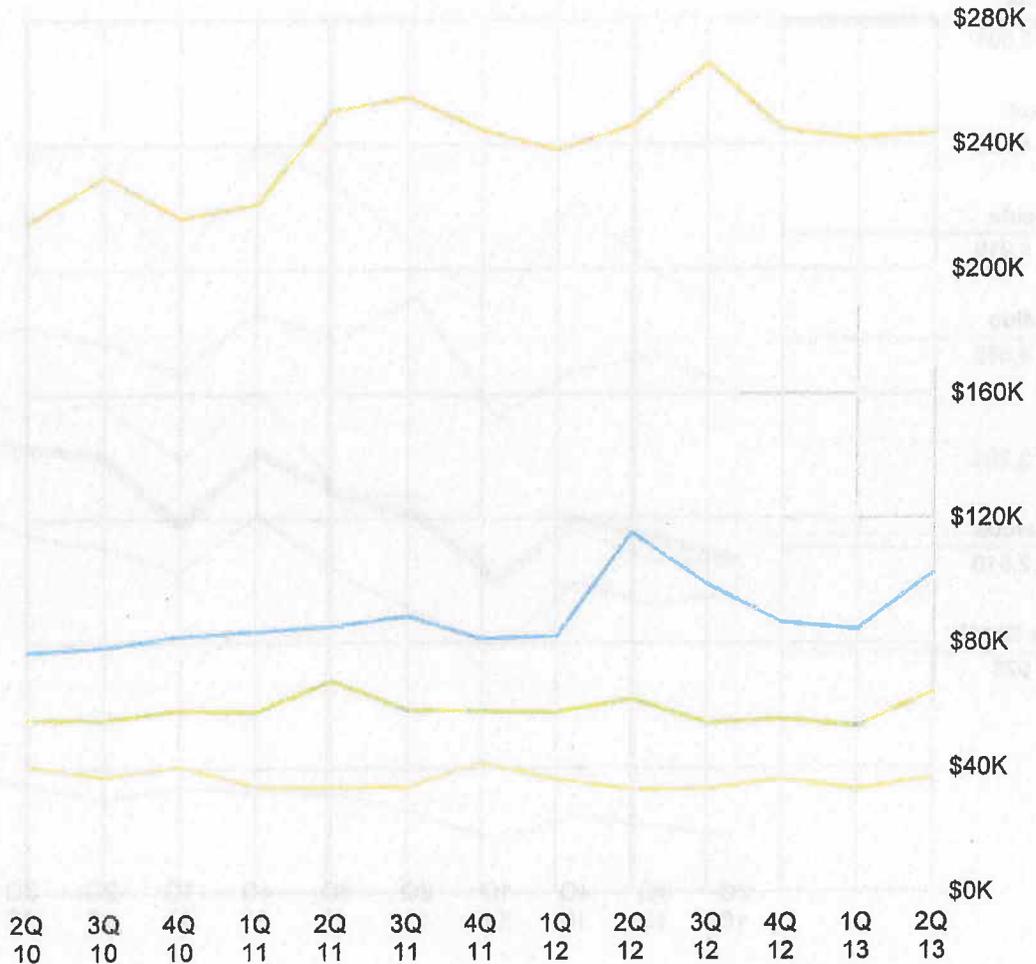
Count: 175

Encinitas Corridor & SE El Ca

Count: 162

Olivenhain (new)

Count: 163



* Periods Shown Reflect the Period in Which the Sales Occurred - Point of Sale

Per Capita Sales

Encinitas

Count: 3,091

Carlsbad

Count: 4,653

Oceanside

Count: 4,919

Escondido

Count: 4,585

Vista

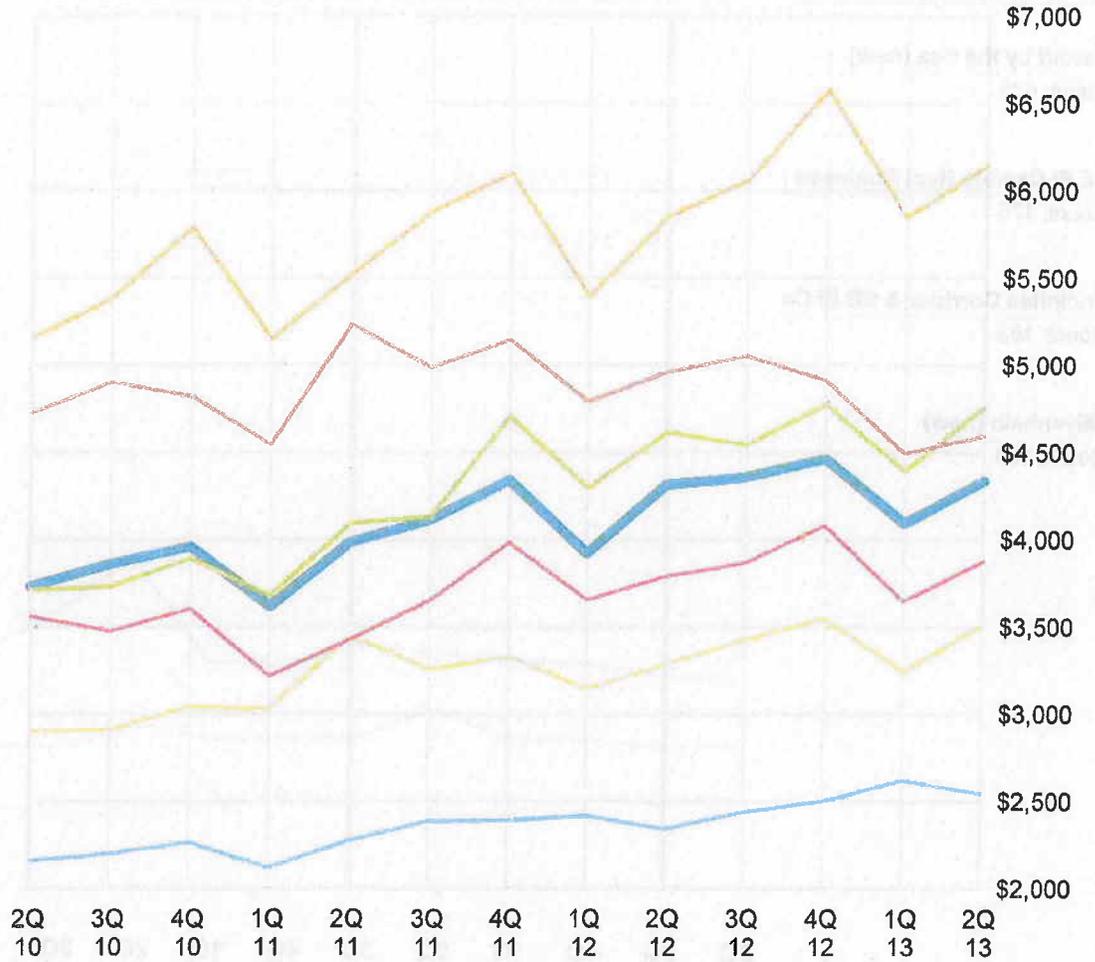
Count: 2,793

San Marcos

Count: 2,510

Solana Beach

Count: 928



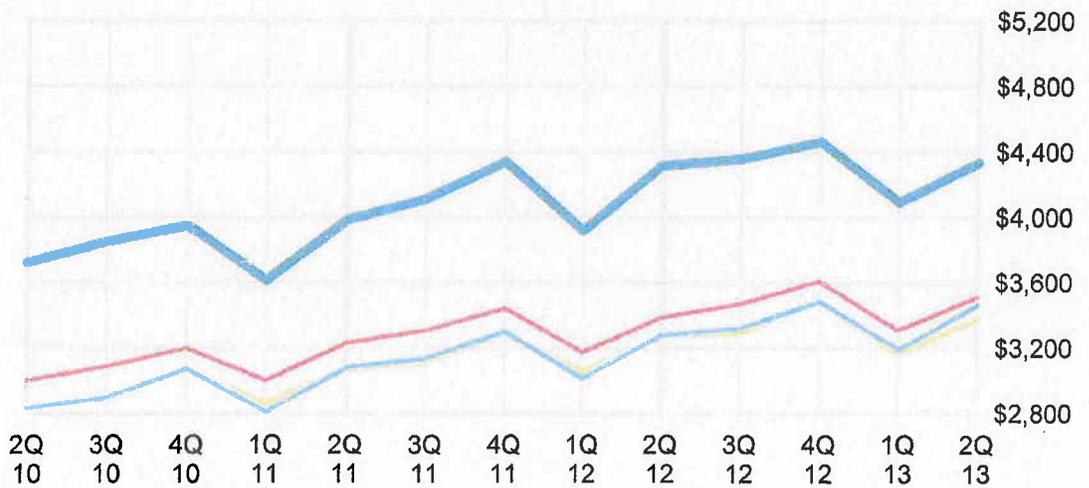
Per Capita Sales

Encinitas

San Diego County

Southern California

California



Periods shown reflect the period in which the sales occurred - Point of Sale

Geographic Area	Count	Current Year			Prior Year 2Q 2012	2Q 2013	1Q 2013	4Q 2012	3Q 2012	2Q 2012	1Q 2012	4Q 2011	3Q 2011
		2Q 2013	% Chg.	% of Ttl.									
0018 - Cardiff by the Sea (new)	435	243,303	-1.2%	9.3%	246,225	243,303	241,859	244,728	265,996	246,225	238,285	244,510	255,197
0020 - Encinitas Town Center & Enci	99	572,201	6.2%	21.8%	538,732	572,201	539,759	654,689	532,796	538,732	478,910	589,978	516,874
0021 - Leucadia (new)	406	116,489	12.6%	4.4%	103,489	116,489	95,790	97,746	102,845	103,489	92,314	87,865	97,987
0022 - NE El Camino Real Business I	237	318,192	11.6%	12.1%	284,991	318,192	297,098	294,168	302,002	284,991	280,156	296,914	296,649
0023 - North Coastal Encinitas (new)	405	113,591	-11.7%	4.3%	128,661	113,591	118,571	123,307	126,057	128,661	117,863	123,614	121,541
0024 - NW El Camino Real Business	308	503,207	1.7%	19.2%	494,798	503,207	478,576	539,990	493,205	494,798	471,232	557,217	446,660
0025 - Old Encinitas (new)	701	474,203	-10.6%	18.1%	530,509	474,203	466,794	500,660	532,442	530,509	448,759	468,889	503,695
0026 - Olivenhain (new)	163	36,577	10.5%	1.4%	33,097	36,577	32,981	36,251	33,230	33,097	36,033	41,822	33,860
0027 - SE El Camino Real Business I	175	102,587	-11.2%	3.9%	115,482	102,587	84,375	86,627	98,885	115,482	82,270	81,462	88,886
0030 - Encinitas Corridor & SE El Cai	162	63,956	3.2%	2.4%	61,990	63,956	53,273	55,592	54,314	61,990	58,001	58,296	58,690
0031 - GP Leucadia	773	214,412	-1.3%	8.2%	217,171	214,412	201,254	208,333	215,197	217,171	197,447	199,569	204,636
0032 - GP New Encinitas	885	1,555,784	4.2%	59.3%	1,492,863	1,555,784	1,450,399	1,626,917	1,479,711	1,492,863	1,368,788	1,581,368	1,406,006
0033 - ERGC & Commercial Center	68	571,637	6.4%	21.8%	537,050	571,637	539,365	653,390	530,534	537,050	476,287	583,799	510,956
0034 - All Other Address Ranges (no	49	1,505	-45.7%	0.1%	2,768	1,505	1,485	3,264	3,346	2,768	3,571	7,272	5,926
0035 - Encinitas Ranch CFD	117	573,141	6.2%	21.9%	539,819	573,141	540,849	656,654	533,881	539,819	479,858	591,071	516,882
Totals For Listed Geo Areas	4,983	5,460,783	2.5%	208.2%	5,327,647	5,460,783	5,142,428	5,782,316	5,304,442	5,327,647	4,829,774	5,513,646	5,064,444
Totals For All Outlets	3,091	2,622,647	1.2%	100.0%	2,591,784	2,622,647	2,475,458	2,680,820	2,617,319	2,591,784	2,353,859	2,597,602	2,461,560

* Businesses may be in overlapping geo areas. Totals may be greater than 100%.