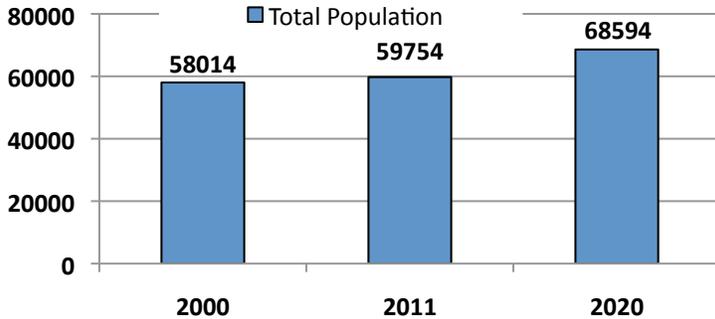




# Encinitas At-a-Glance

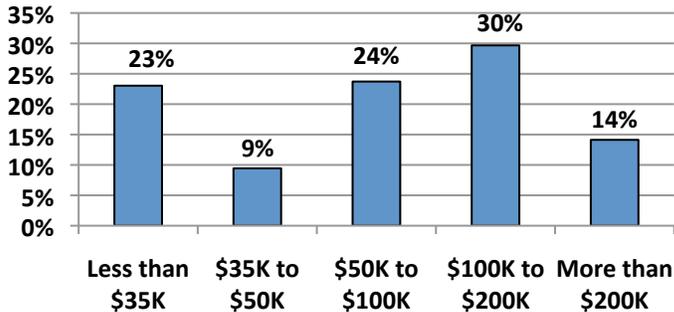
## DEMOGRAPHICS

### Population



According to the American Community Survey, Encinitas had a population of 59,754 persons in 2011. The City's population growth has fluctuated during the past decade, adding 1,740 new people between 2000 and 2011. SANDAG projects that the City's annual growth rate will increase 12 percent (68,594) between now and 2020.

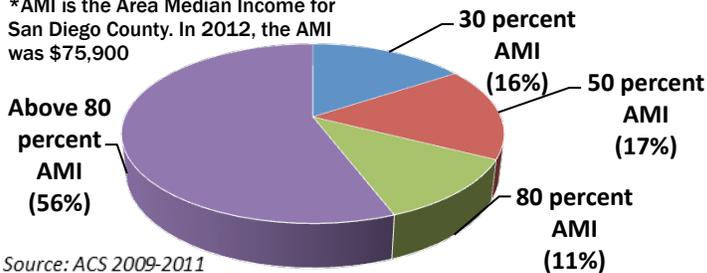
### Income Distribution



Based on the American Community Survey (2009-2011) the median household income in Encinitas is \$87,074.

### Household Income

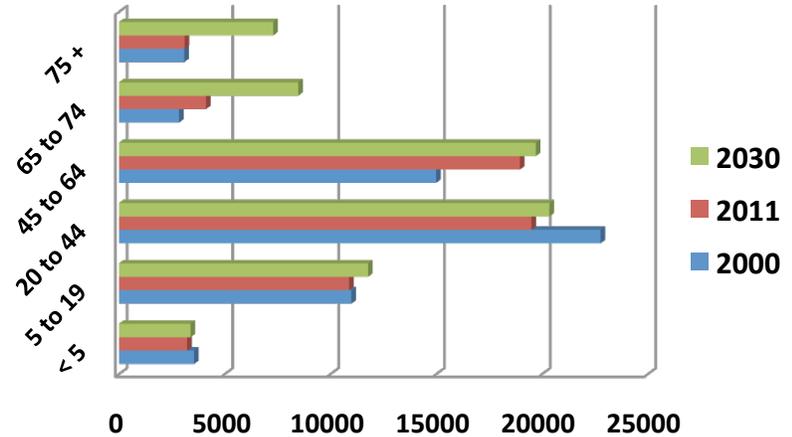
\*AMI is the Area Median Income for San Diego County. In 2012, the AMI was \$75,900



Source: ACS 2009-2011

Per the Department of Housing and Urban Development's (HUD) 2012 household income classifications, most households in Encinitas are middle/upper income.

### Age Distribution of Population



Source: SANDAG 2030 Estimates, U.S. Census 2000, ACS 2009-2011 Estimates

The City's senior population is expected to grow in coming years, while the overall proportion of younger residents will decline.

### Employment & Wages in Encinitas by Industry

Source: American Community Survey, 2005-2009 and California Employment Development Department (2010).

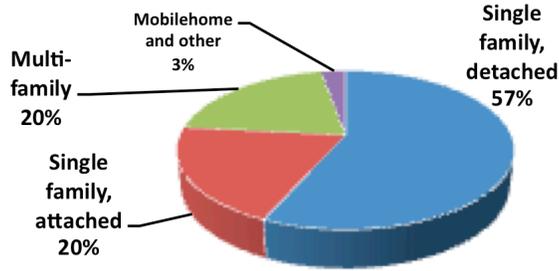
Industry	Encinitas	San Diego County	Mean Annual Wage in San Diego MSA
Agriculture, Forestry, Fishing, Hunting and Mining	0.3%	0.6%	\$27,777
Construction	7.2%	7.8%	\$50,274
Manufacturing	8.4%	9.1%	\$33,600
Wholesale Trade	3.5%	2.9%	\$65,599
Retail Trade	9.5%	10.9%	\$37,650
Transportation, Warehousing and Utilities	2.3%	3.7%	\$31,976
Information	2.8%	2.7%	\$79,899
Finance and Insurance, Real Estate, Rental and Leasing	9.5%	7.8%	\$70,103
Professional, Scientific, Management, and Waste Management Services	18.3%	14.1%	\$72,840-\$113,870
Education Services, Health Care and Social Assistance	19.3%	19.1%	\$30,481-\$86,425
Arts, Entertainment and Recreation, Accommodations and Food Service	10.5%	10.7%	\$22,211-\$55,851
Other Services, Except Public Administration	5.3%	5.3%	\$26,030-\$47,927
Public Administration	3.1%	5.3%	\$94,926
<b>Total Mean Annual Wage</b>	<b>100%</b>	<b>100%</b>	<b>\$49,439</b>

Roughly 30 percent of jobs in Encinitas have a mean annual wage of \$70,000 or more and 46 percent of jobs pay \$35,000 or less. Additionally, the mean annual wage for all industries in 2010 was \$49,439, which would fall into HUD's low-income category.



# HOUSING

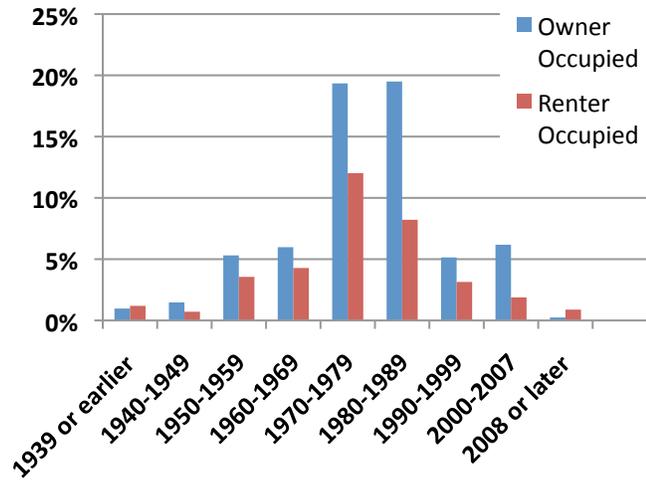
## Distribution of Occupied Housing Units



Source: American Community Survey 2009-2011

Over 75 percent of the City's housing stock consists of single family units.

## Year Housing Units Were Built



Source: American Community Survey 2009-2011

Majority (58 percent) of Encinitas housing stock (both renter and owner occupied) was constructed during the 1970s and 1980s. Additionally, nearly one-fifth (17 percent) of Encinitas housing was built after 1980.

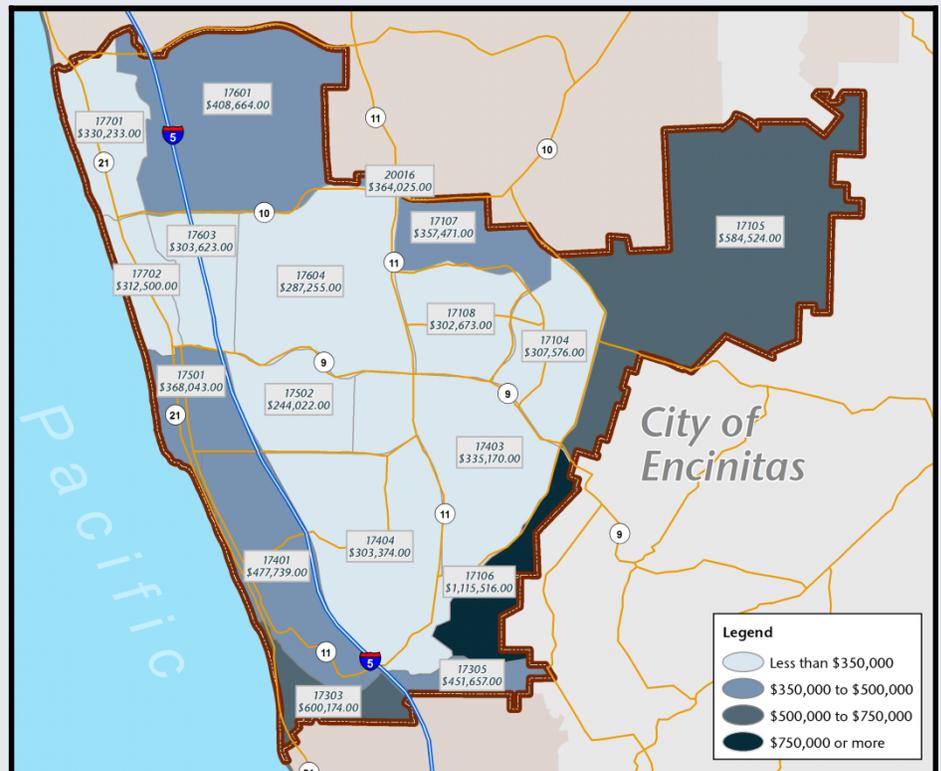
## Average Rental Rates

Zip Code	Unit Type	Average Rent (2012)		Change from Fall 2011
		Spring	Fall	
92007	Studio	n/a	n/a	n/a
	1 Bedroom	1400	1500	6%
	2 Bedroom	1700	1900	0%
	3+ Bedroom	n/a	n/a	n/a
92024/23	Studio	n/a	816	n/a
	1 Bedroom	1288	1429	9%
	2 Bedroom	1644	1611	9%
	3+ Bedroom	1961	2074	-15%

Source: San Diego County Apartment Association, Vacancy and Rental Survey 2012 (n/a - not available)



## Median Owner-Occupied Home Value by Census Tract



The median value in Encinitas is approximately \$700,000.

Source: Claritas, 2008.