



CALIFORNIA
ASSOCIATION
OF REALTORS®

San Diego County

Economic Profile

August 2010

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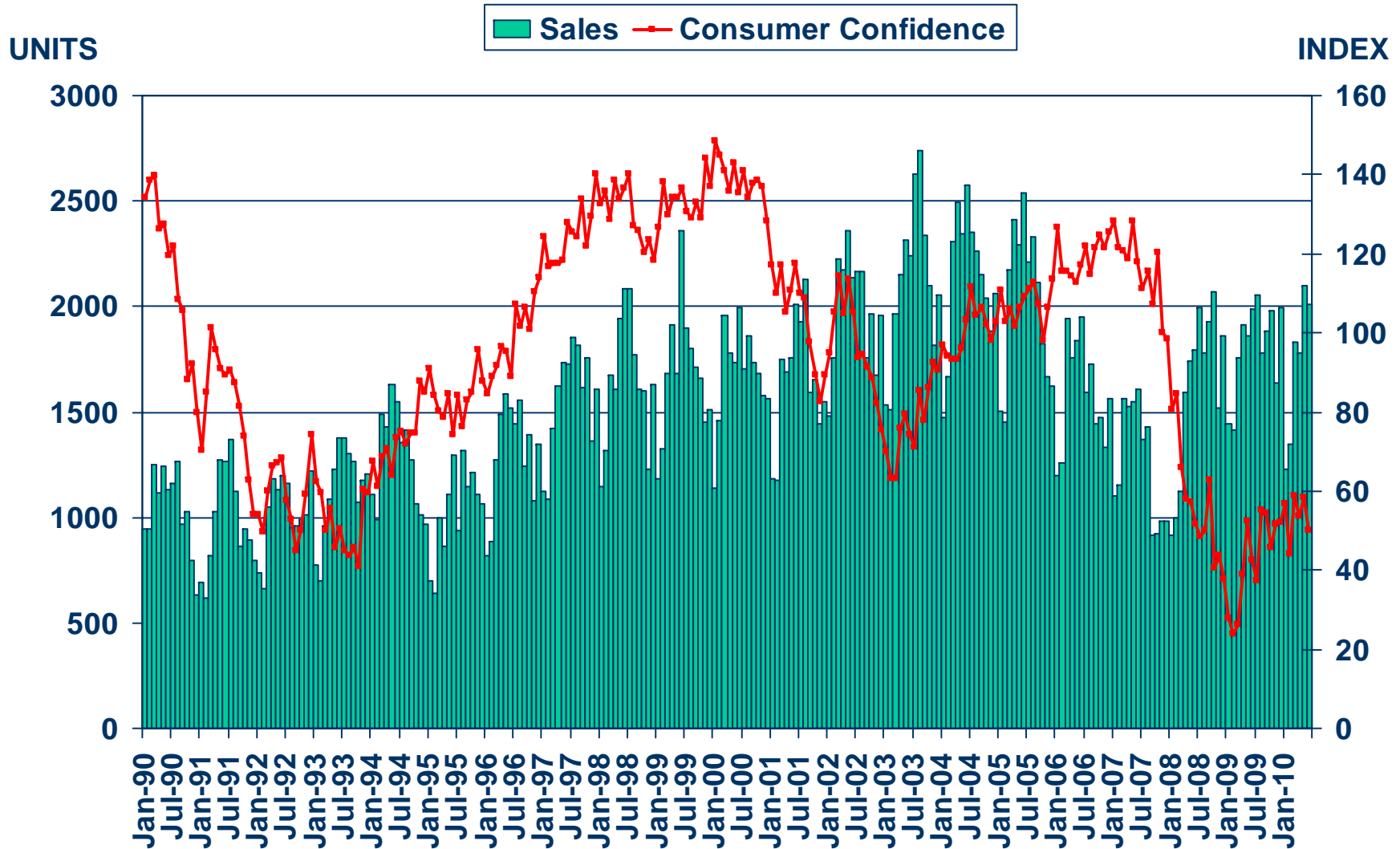
CALIFORNIA ASSOCIATION OF REALTORS®

San Diego County Profile

Characteristic	Statistic	State Rank
2007 Population Estimate	3,107,477	3
% Population Change 1990-2000	12.6%	35
% Population Change 1980-1990	34.17%	18
% White 2007	54.0%	
% Hispanic 2007	28.6%	
% Black 2007	4.6%	
% Asian & Pacific Islander 2007	9.9%	
2007 Per Capita Income	\$30,080	
2007 Median Household Income	\$61,794	
2007 Median Age	34.2	
Land Area Square Miles	4,200	9
2000 Total Establishments	67,922	3
2007 Civilian Employment	1,451,960	

Sales of Existing Detached Homes and Pacific West Consumer Confidence

San Diego County, June 2010: 2,011 Units, Down 0.8% YTD, Up 1.1% YTY

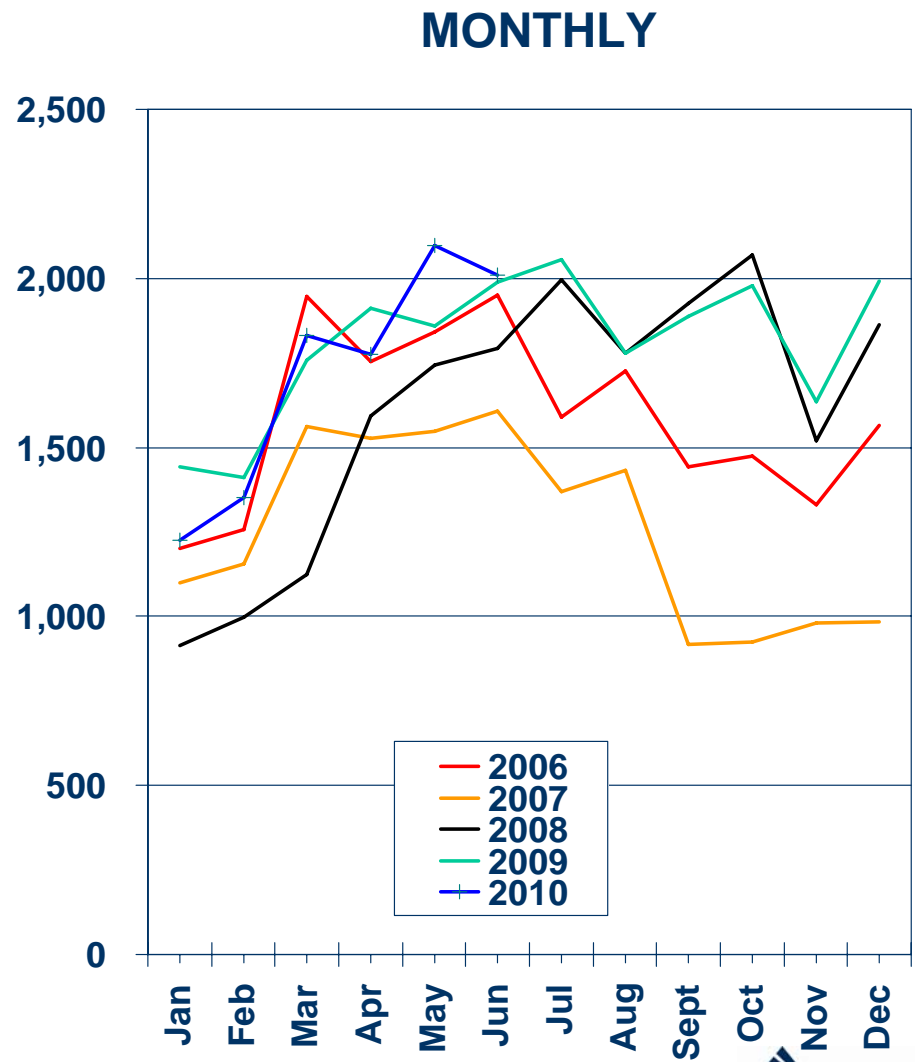
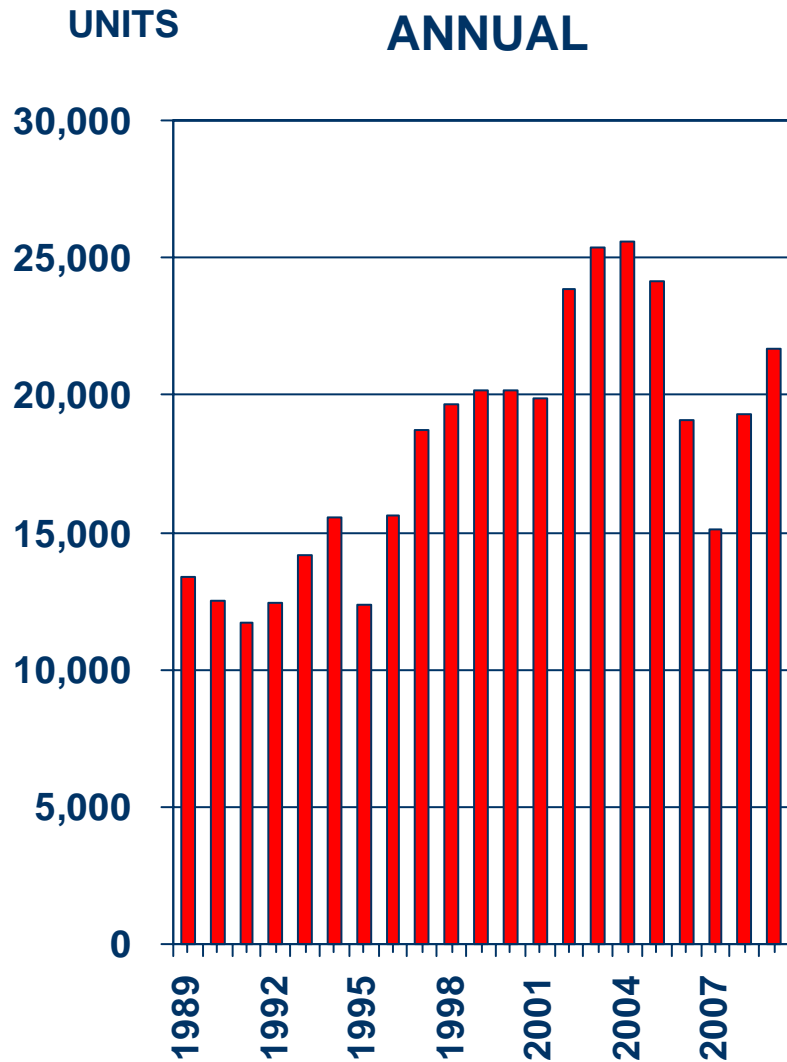


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
The Conference Board



Sales of Existing Detached Homes

San Diego County, 2009: 21,702 Units, Up 12.3% YTY

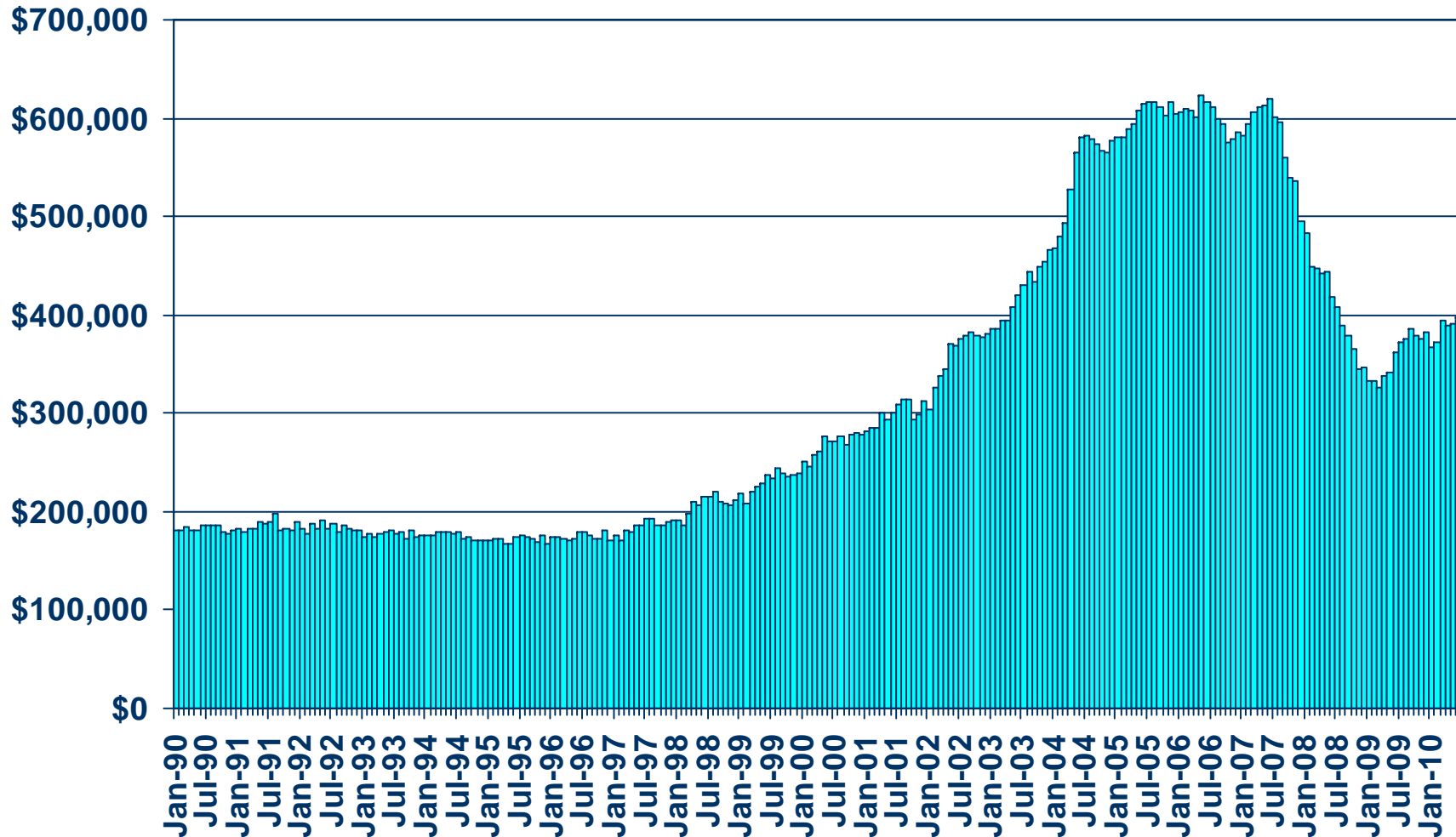


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Median Price of Existing Detached Homes

San Diego County, June 2010: \$397,910, Up 9.7% YTY



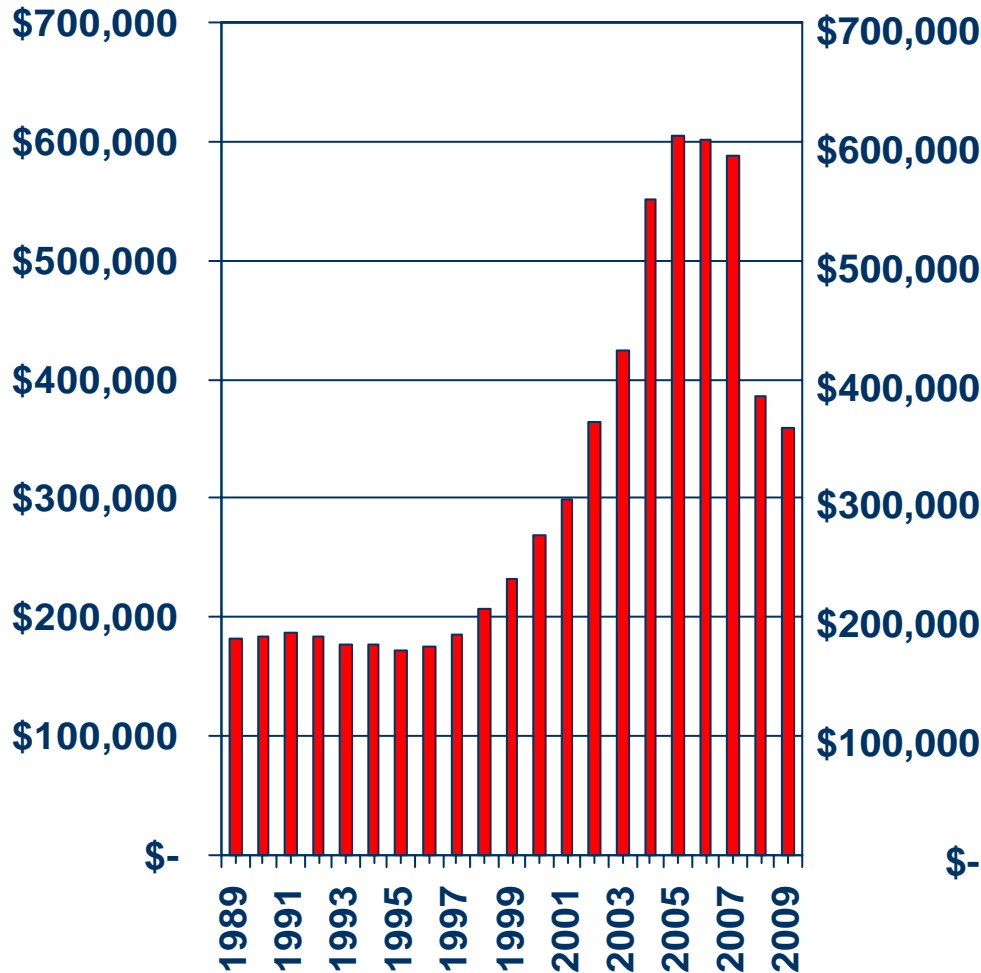
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



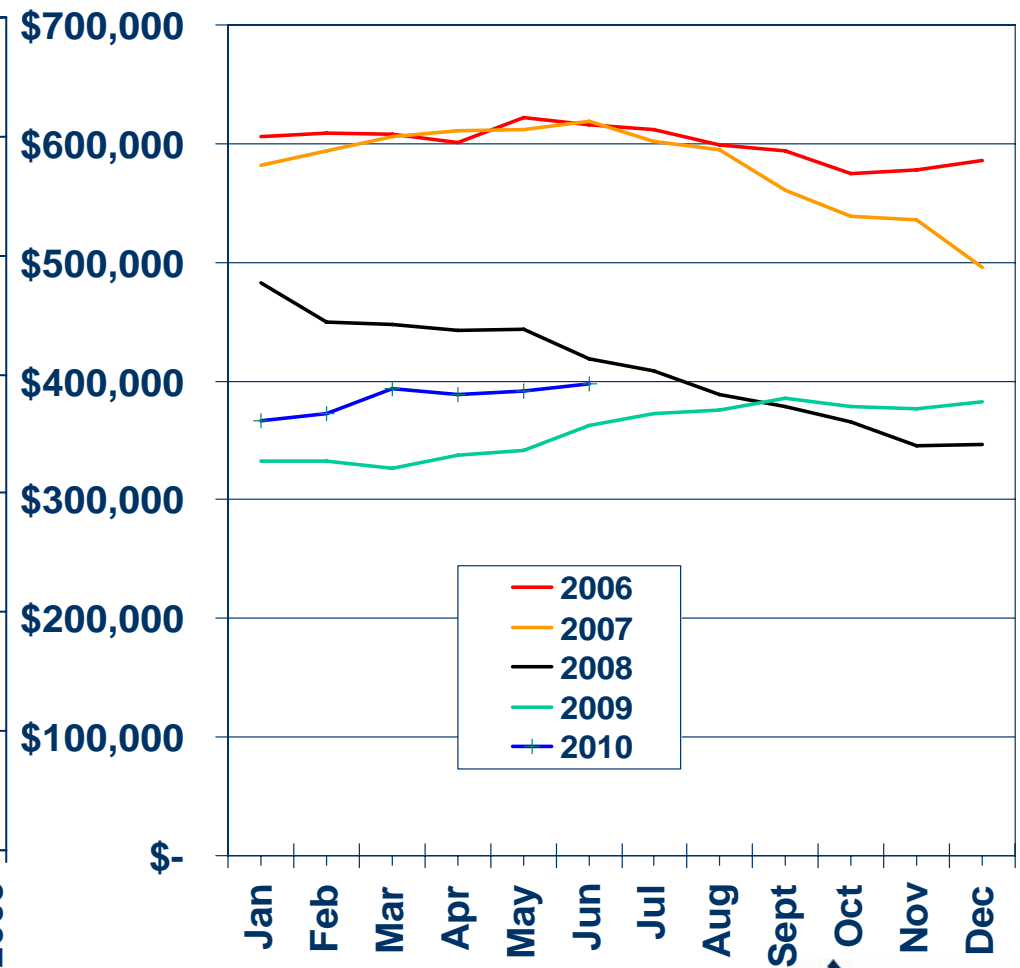
Median Price Annual Comparison

San Diego County, 2009: \$359,495, Down 9.7% YTY

ANNUAL



MONTHLY



SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Median Home Sales Price

San Diego County

	Jun-10	Jun-09	Yearly % Change
San Diego County	\$337,500	\$310,000	8.9%
Carlsbad	\$580,000	\$557,500	4.0%
Chula Vista	\$312,000	\$302,000	3.3%
El Cajon	\$290,000	\$243,000	19.3%
Encinitas	\$575,000	\$607,500	-5.3%
Escondido	\$299,500	\$250,000	19.8%
Fallbrook	\$330,000	\$324,000	1.9%
Imperial Beach	\$295,750	\$225,000	31.4%
La Jolla	\$855,000	\$814,000	5.0%
La Mesa	\$310,000	\$330,000	-6.1%
Lakeside	\$222,000	\$215,000	3.3%

SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
DataQuick Information Systems. The price statistics are
derived from all types of home sales -- new and existing,
condos and single-family.



Median Home Sales Price – Cont.

San Diego County

	Jun-10	Jun-09	Yearly % Change
Lemon Grove	\$250,000	\$230,000	8.7%
National City	\$235,000	\$148,000	58.8%
Oceanside	\$290,000	\$262,000	10.7%
Poway	\$486,250	\$373,500	30.2%
Ramona	\$282,000	\$302,000	-6.6%
San Diego	\$350,000	\$329,500	6.2%
San Marcos	\$355,000	\$350,000	1.4%
San Ysidro	\$130,000	\$125,000	4.0%
Santee	\$303,500	\$296,000	2.5%
Solana Beach	\$875,000	\$792,500	10.4%
Spring Valley	\$272,000	\$203,000	34.0%
Vista	\$300,000	\$273,500	9.7%

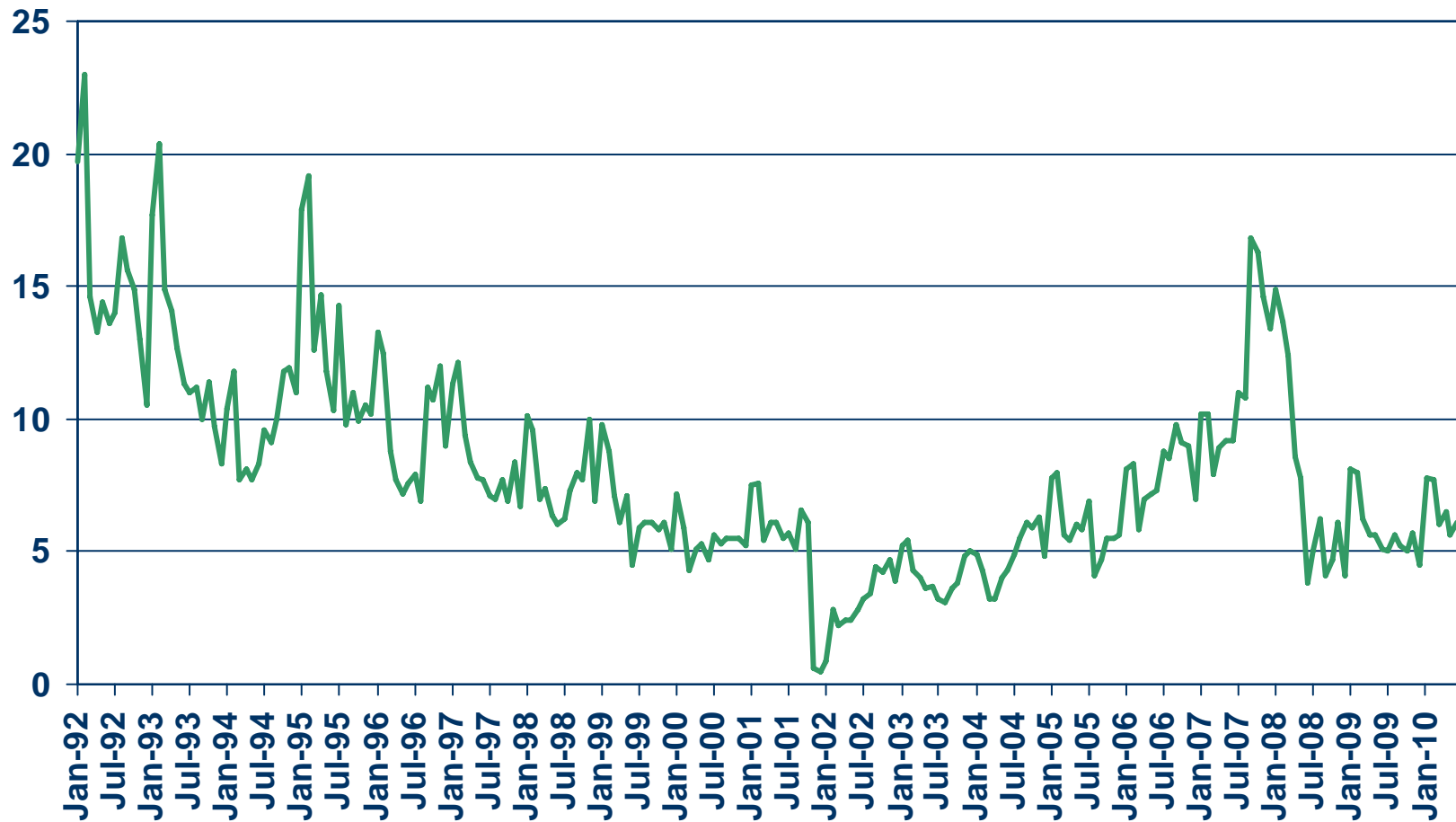
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
DataQuick Information Systems. The price statistics are
derived from all types of home sales -- new and existing,
condos and single-family.



Unsold Inventory Index

San Diego County, June 2010: 6.1 Months

MONTHS

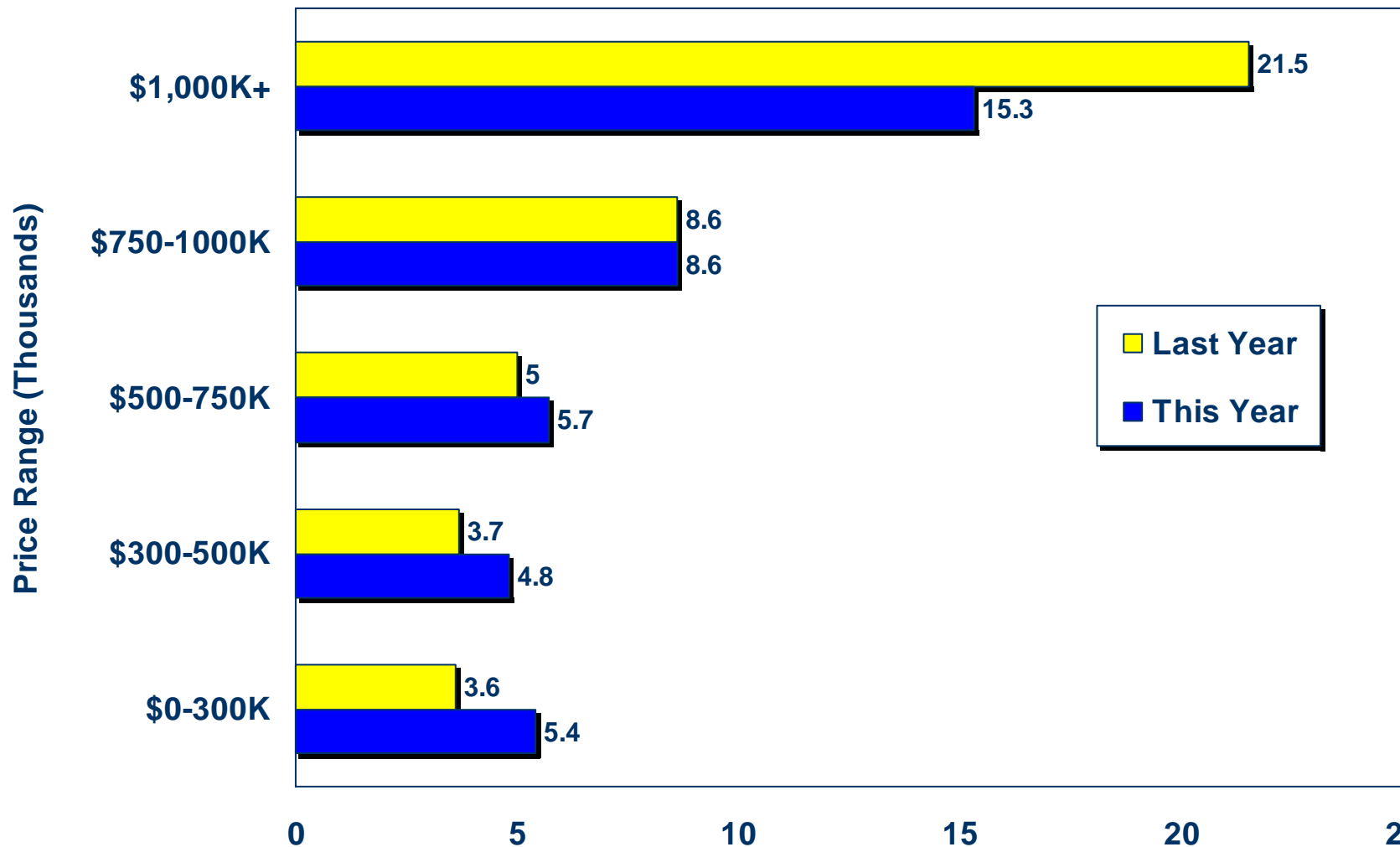


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Unsold Inventory By Price Range

San Diego County Existing Homes June 2010 vs. June 2009

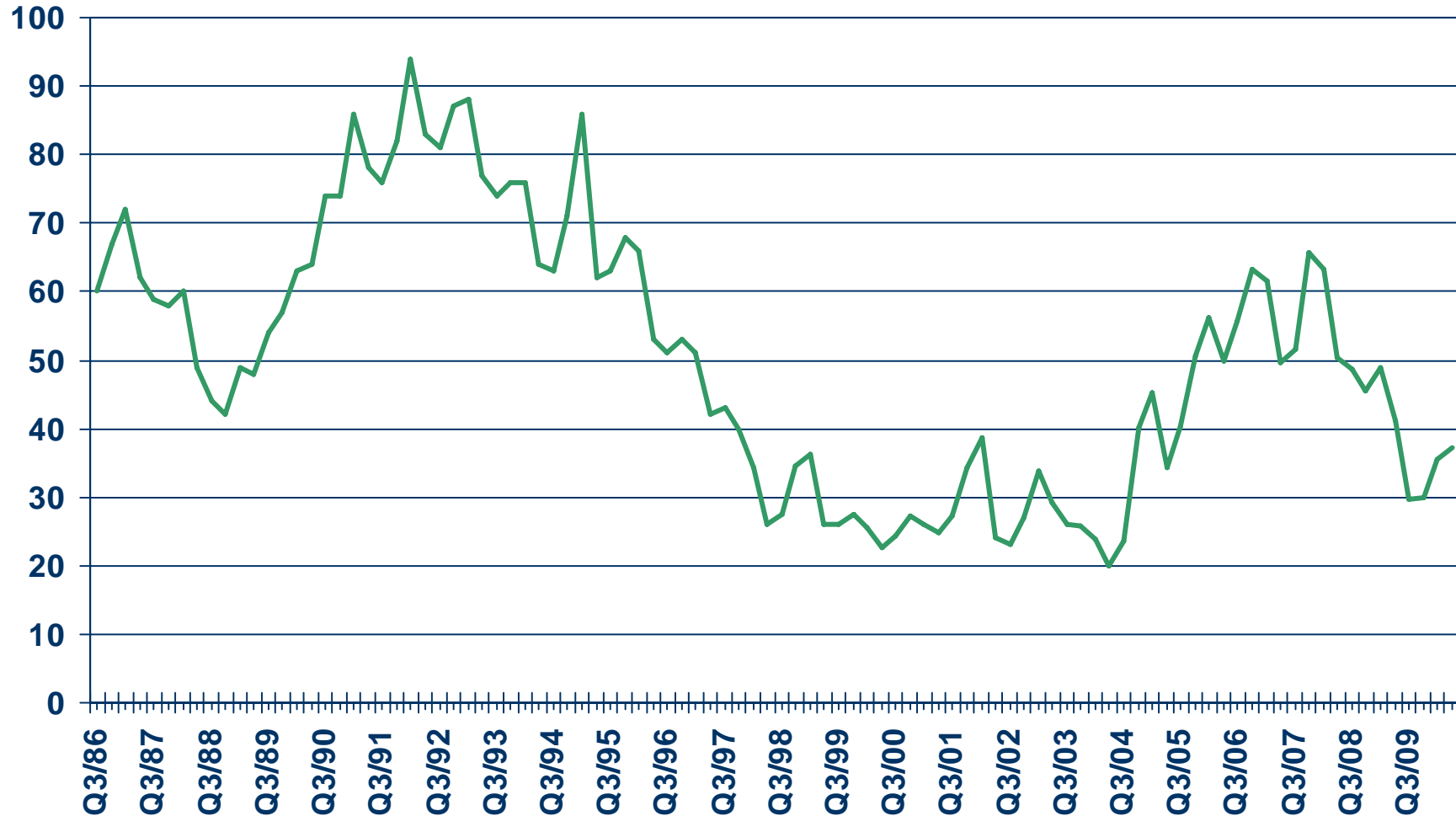


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Median Time on the Market

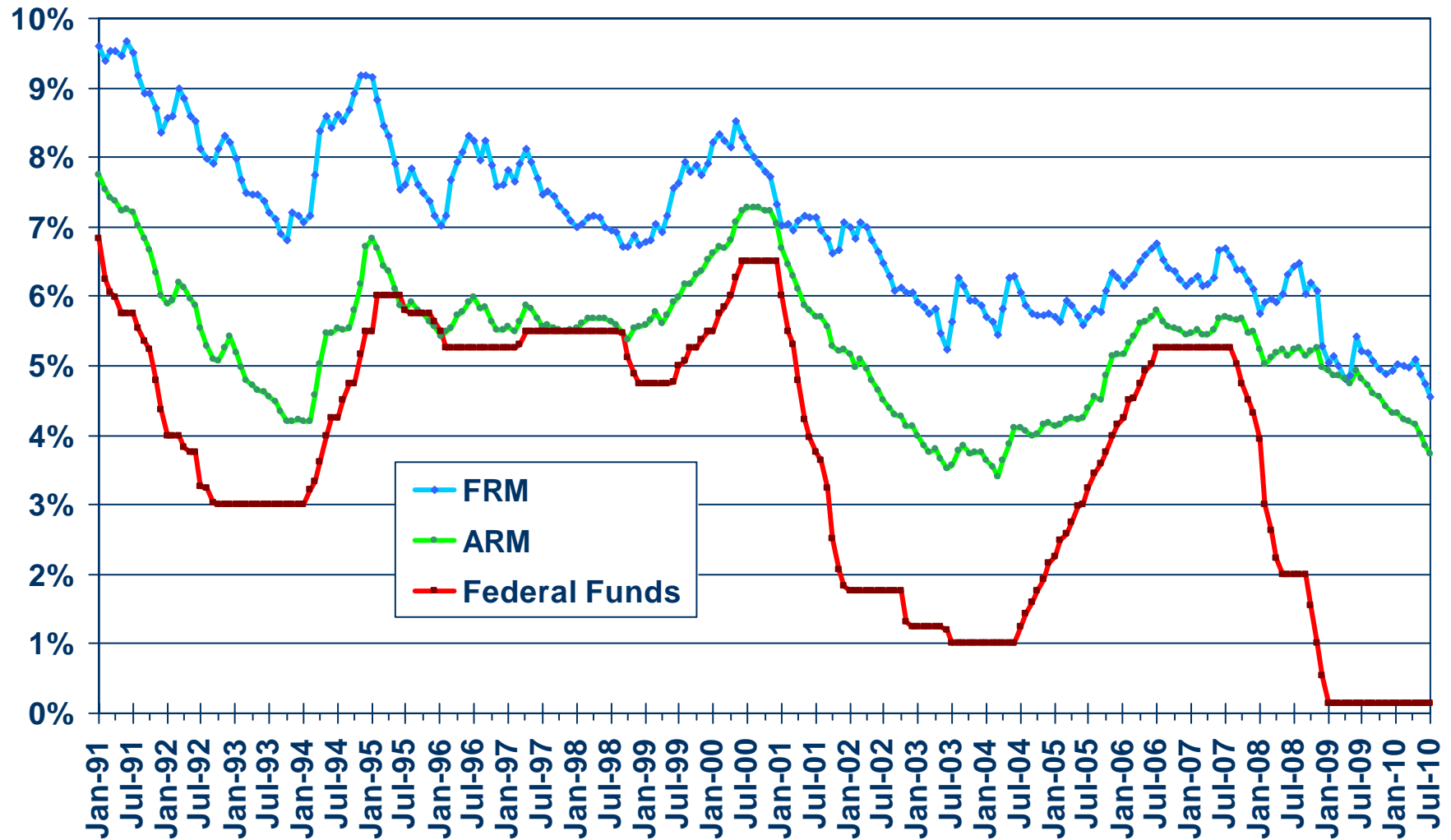
Single-Family Homes, San Diego County, 2010 Q2: 37.2 Days



SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Mortgage Rates

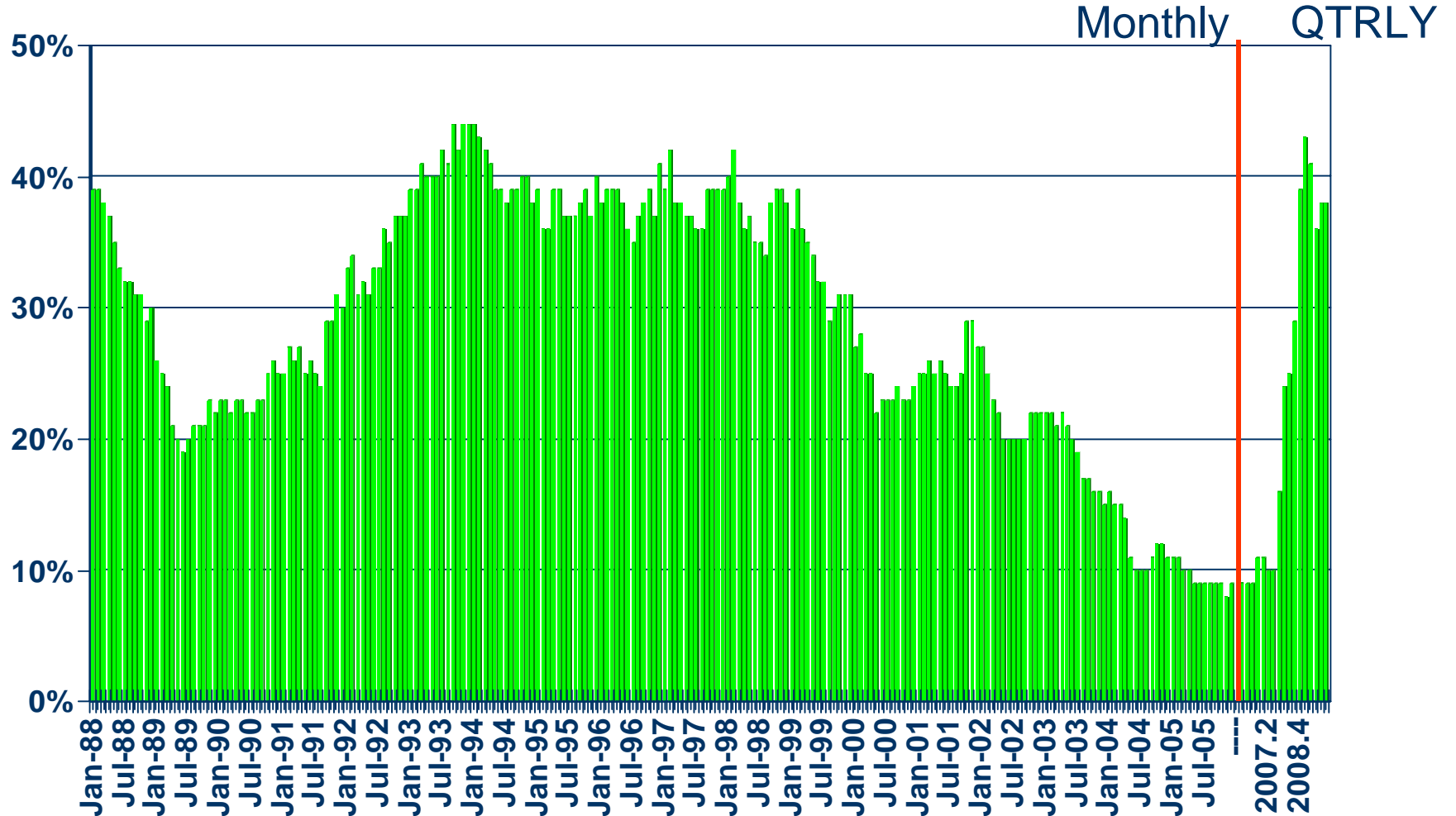


SOURCE: Federal Home Loan Mortgage Corporation

Housing Affordability Index

San Diego County 1st Quarter 2010: 38%

% OF HOUSEHOLDS THAT CAN BUY

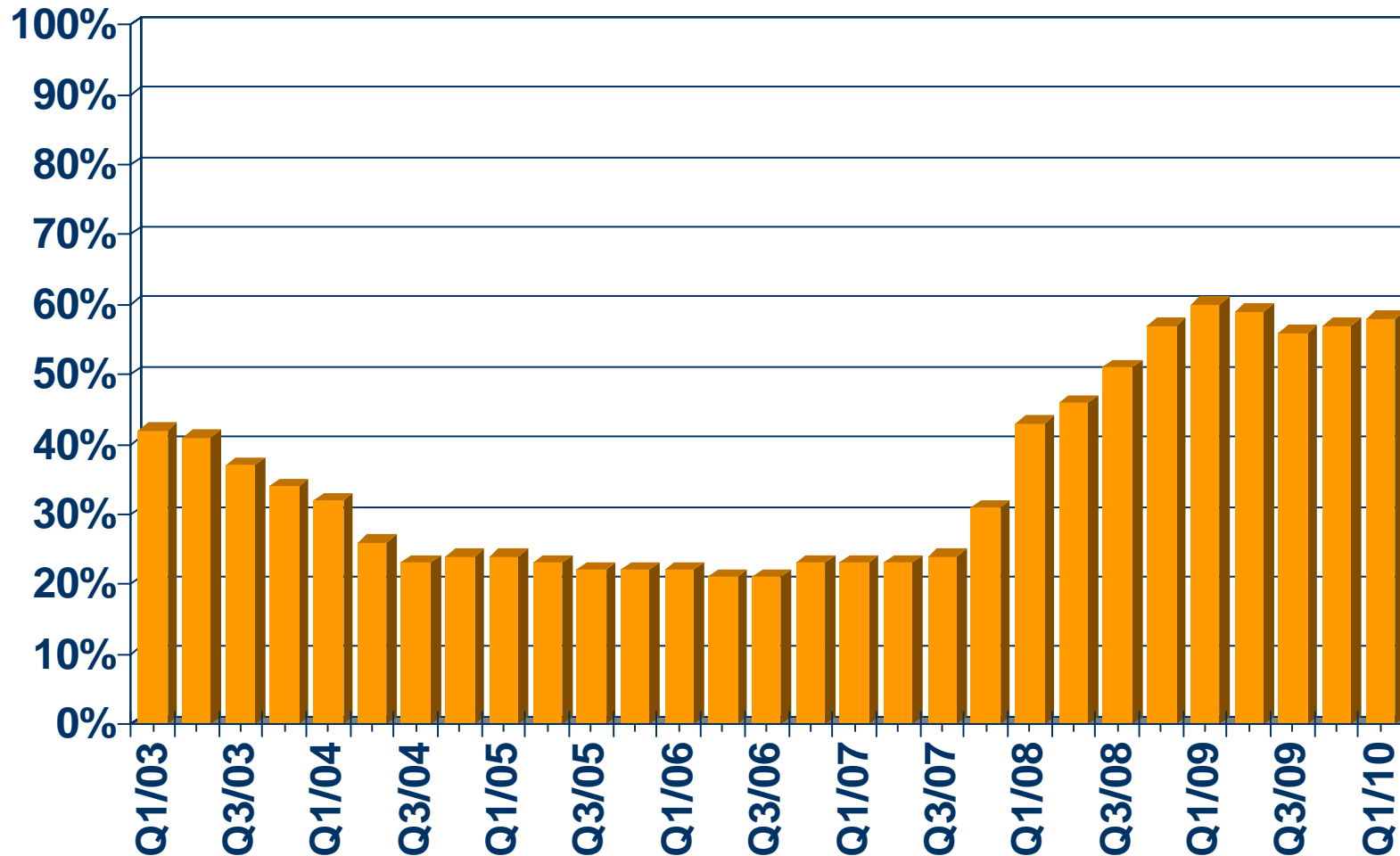


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



First-time Buyer Housing Affordability Index

San Diego County, 1st Quarter 2010: 58%

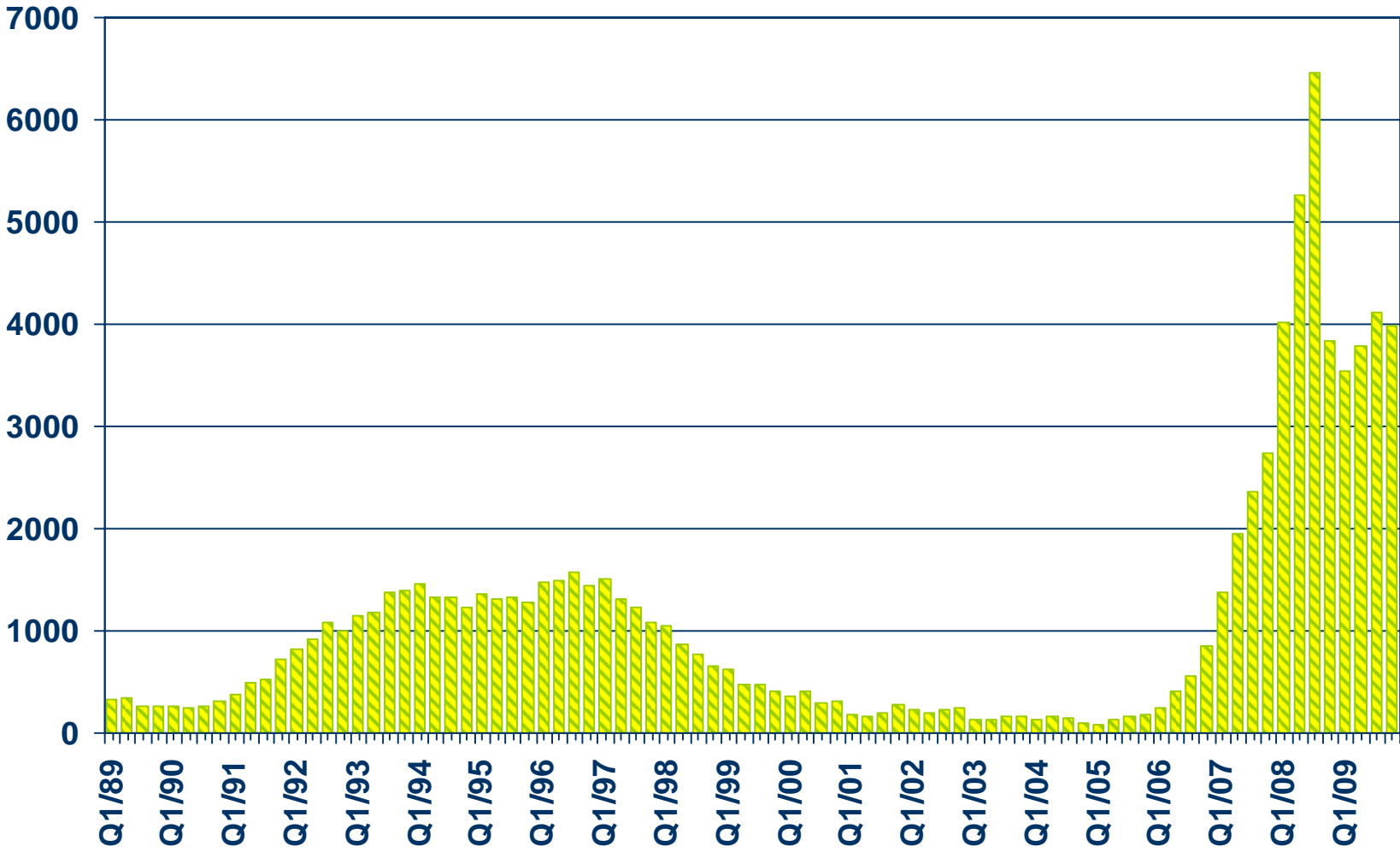


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®



Foreclosures

San Diego County

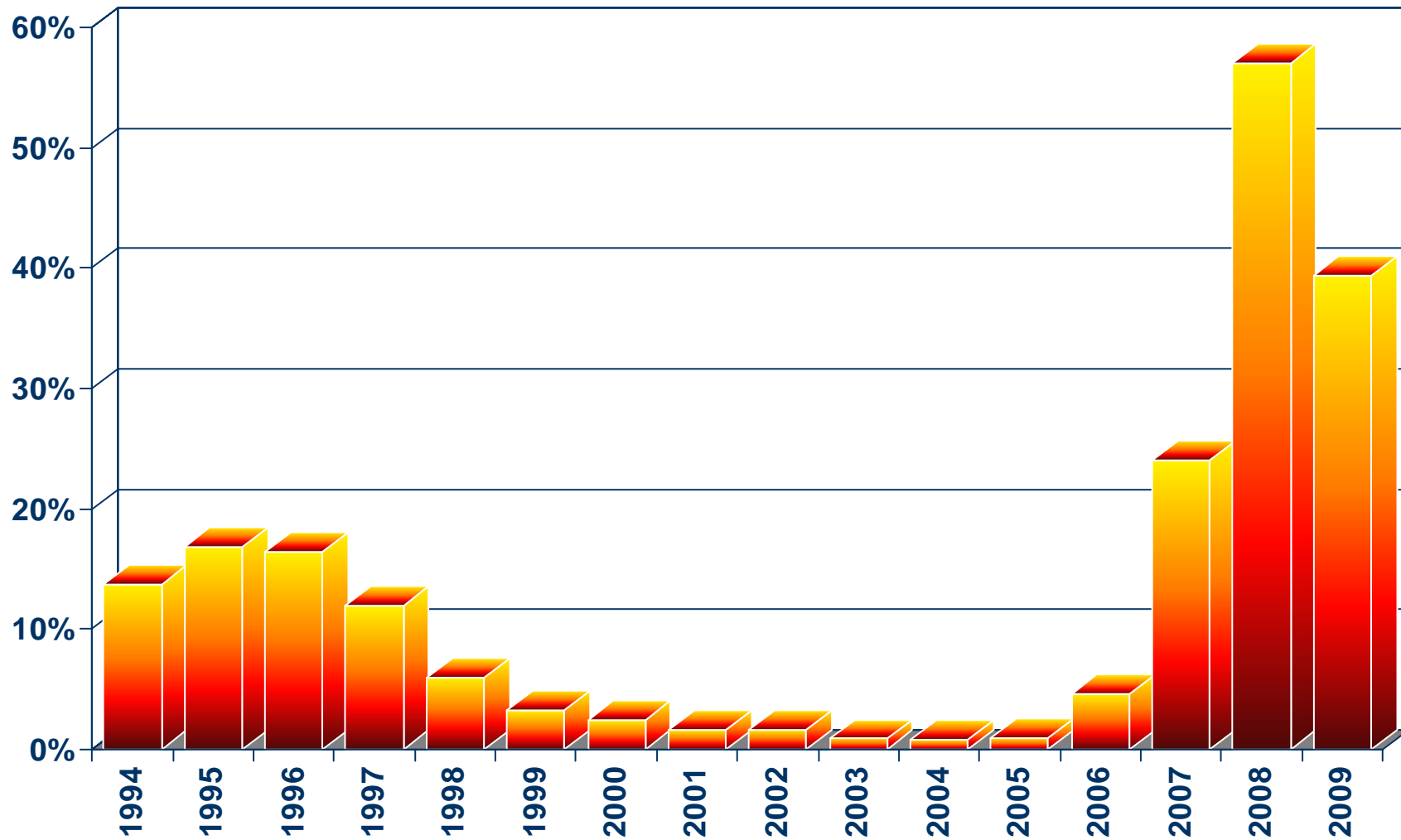


SOURCE: Real Estate Research Council



Ratio of Foreclosures to Home Sales

San Diego County

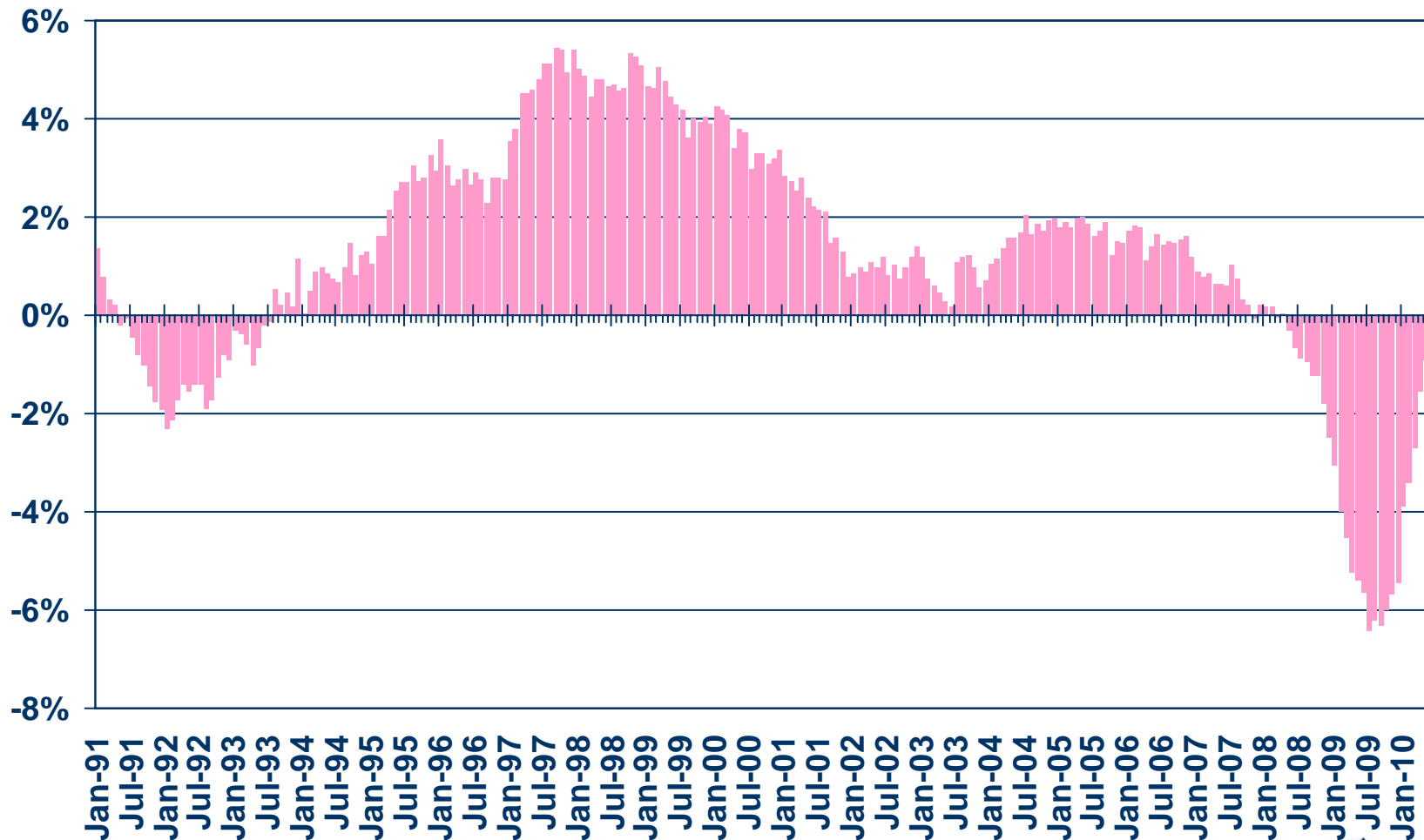


SOURCE: Real Estate Research Council

Nonfarm Employment

San Diego County, June 2010: Down 1.0% YTY

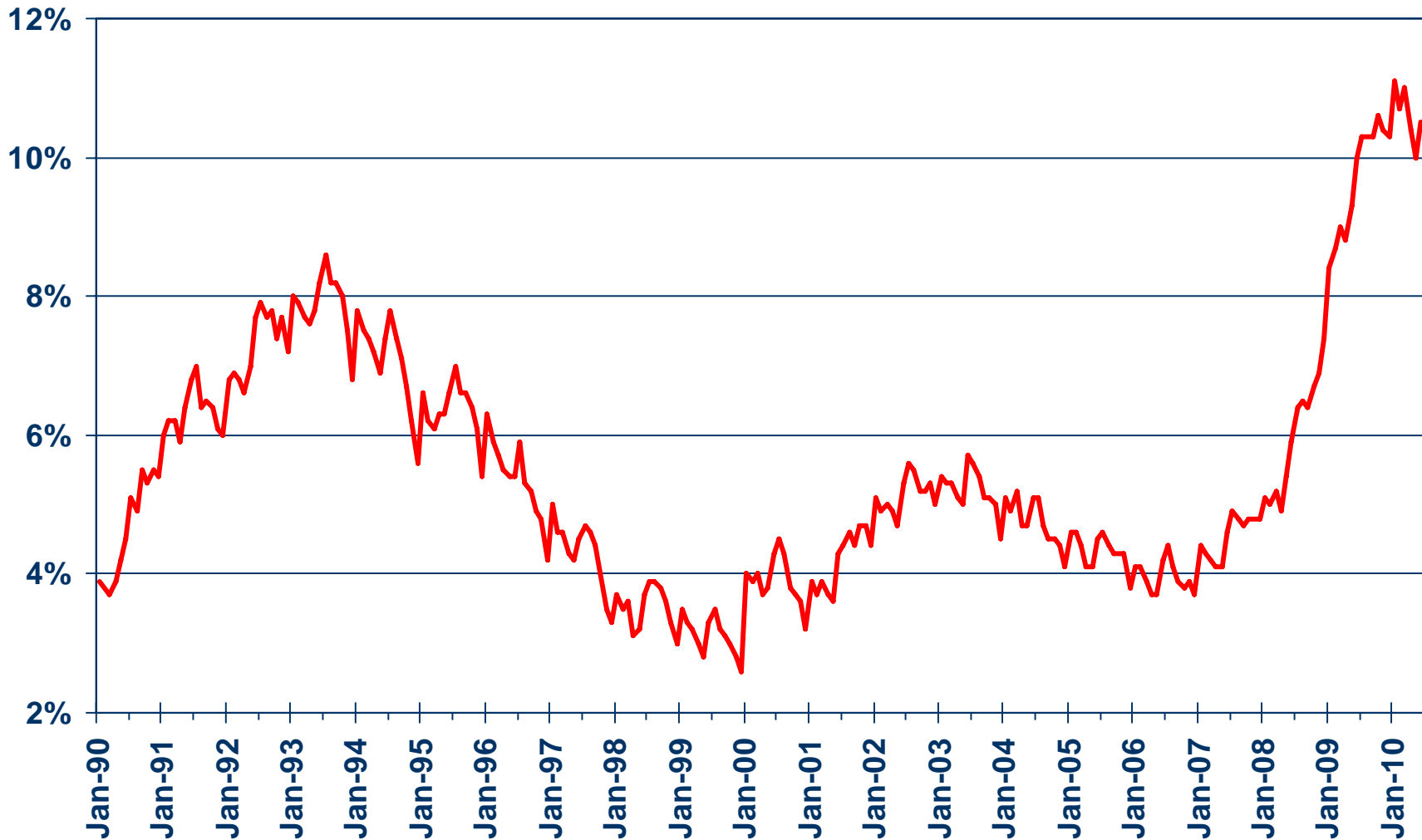
Y-T-Y PERCENT CHANGE



SOURCE: CA Employment Development Division

Unemployment Rate

San Diego County, June 2010: 10.5%



SOURCE: CA Employment Development Division



Unemployment Rate

San Diego County – June 2010

Area Name	Labor Force	Rate
San Diego County	1,571,500	10.5%
Bonita CDP	6,700	8.4%
Bostonia CDP	8,300	14.3%
Carlsbad city	47,500	7.0%
Casa de Oro Mount Helix CDP	11,100	9.9%
Chula Vista city	92,600	12.2%
Coronado city	8,700	6.7%
Del Mar city	3,000	5.5%
El Cajon city	53,600	14.2%
Encinitas city	38,700	7.5%
Escondido city	73,300	10.9%
Fallbrook CDP	14,800	13.3%
Imperial Beach city	14,200	16.6%
La Mesa city	34,100	8.8%

CCD Census County Division
CDP Census Designated Place

SOURCE: CA Employment Development Department



Unemployment Rate – Cont.

San Diego County – June 2010

Area Name	Labor Force	Rate
Lakeside CDP	11,300	11.6%
Lemon Grove city	14,000	13.1%
National City city	25,000	19.8%
Oceanside city	86,100	10.0%
Poway city	28,000	6.3%
Ramona CDP	8,900	9.7%
San Diego city	701,500	10.5%
San Marcos city	31,200	10.5%
Santee city	32,900	8.8%
Solana Beach city	8,500	7.2%
Spring Valley CDP	15,200	12.1%
Valley Center CDP	4,100	5.2%
Vista city	49,200	11.7%

CCD Census County Division
CDP Census Designated Place

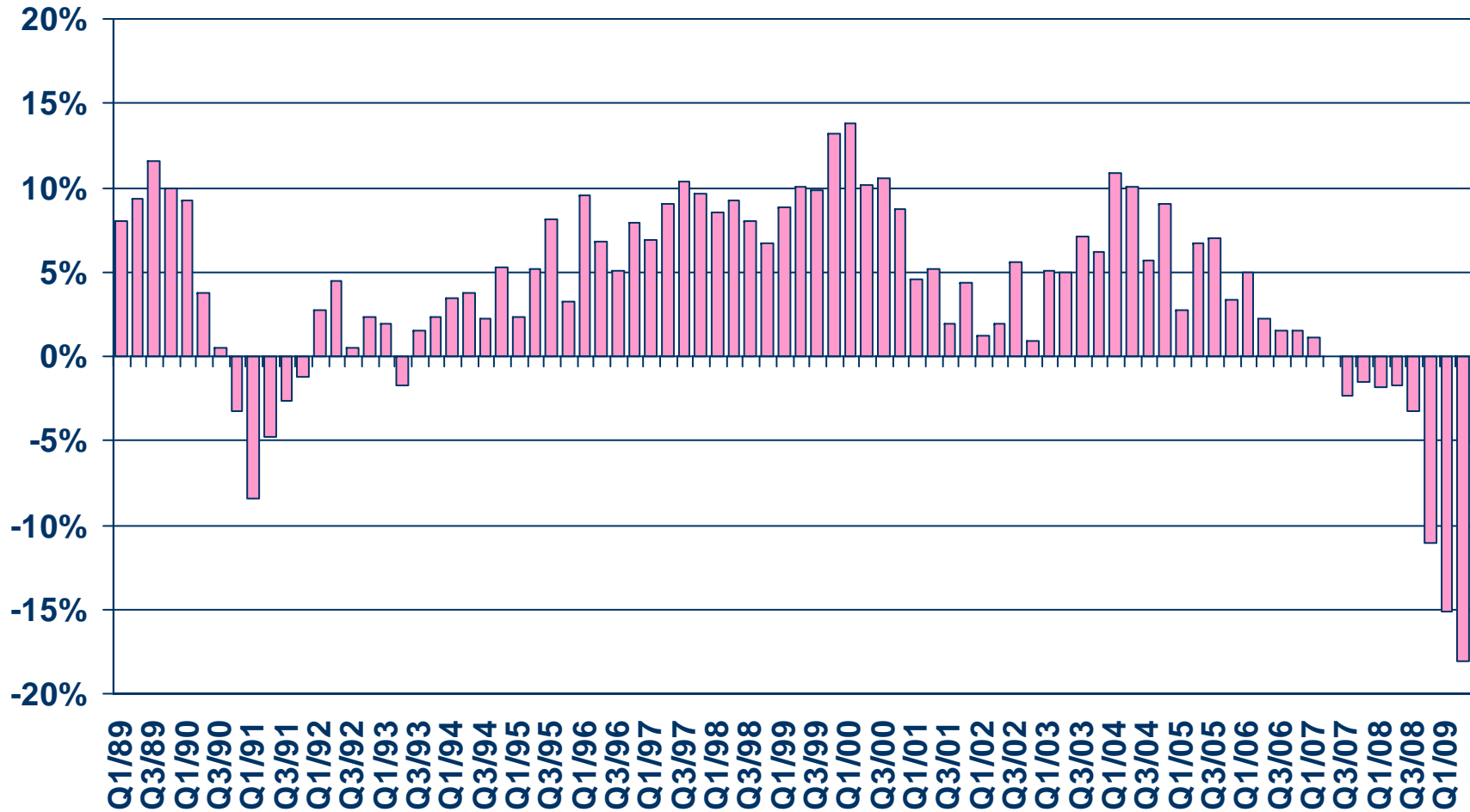
SOURCE: CA Employment Development Department



Taxable Sales

San Diego County

ANNUAL PERCENT CHANGE

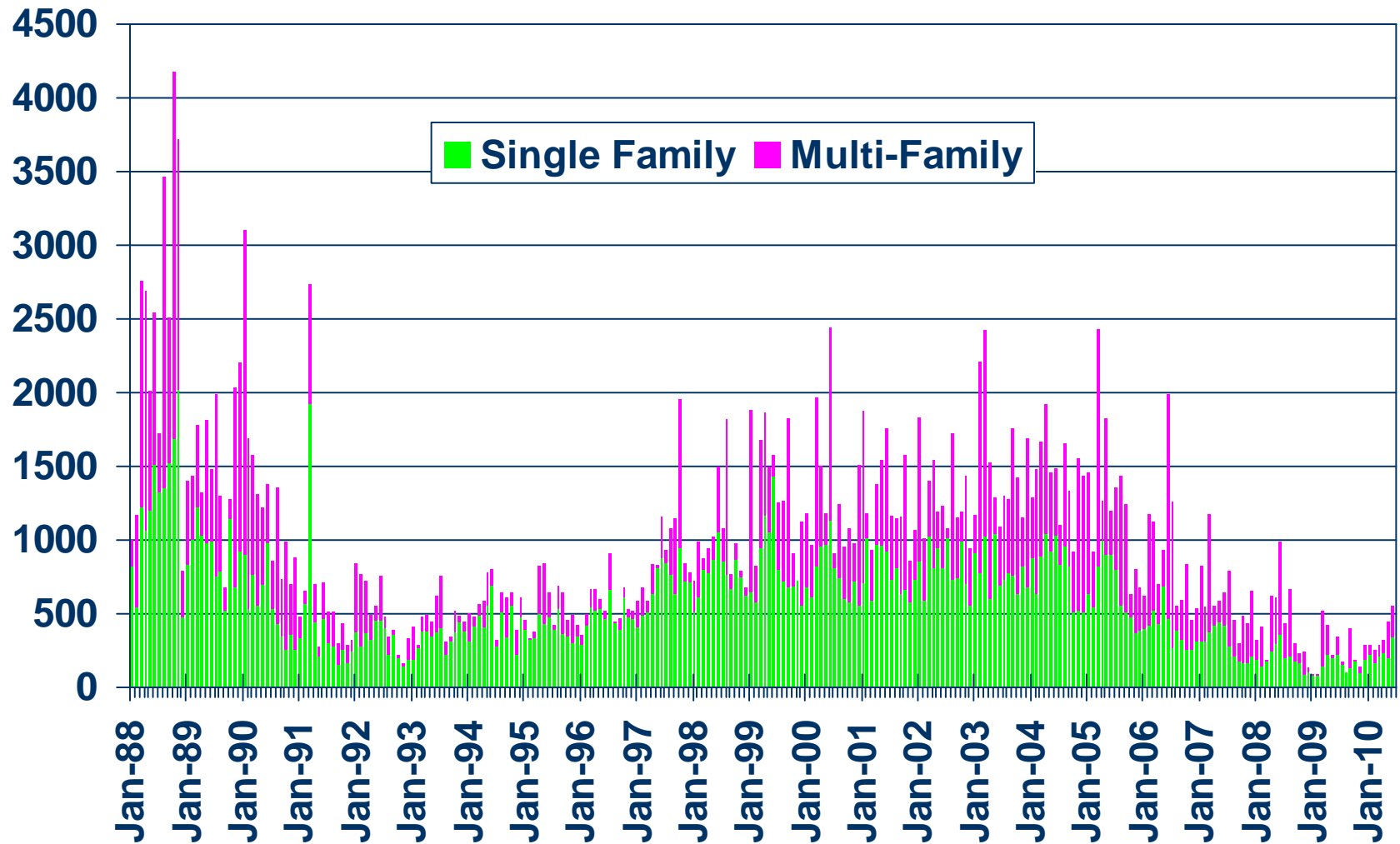


SOURCE: CA State Board of Equalization



New Housing Permits

San Diego County, June 2010: 558 Units, Up 28.0% YTD

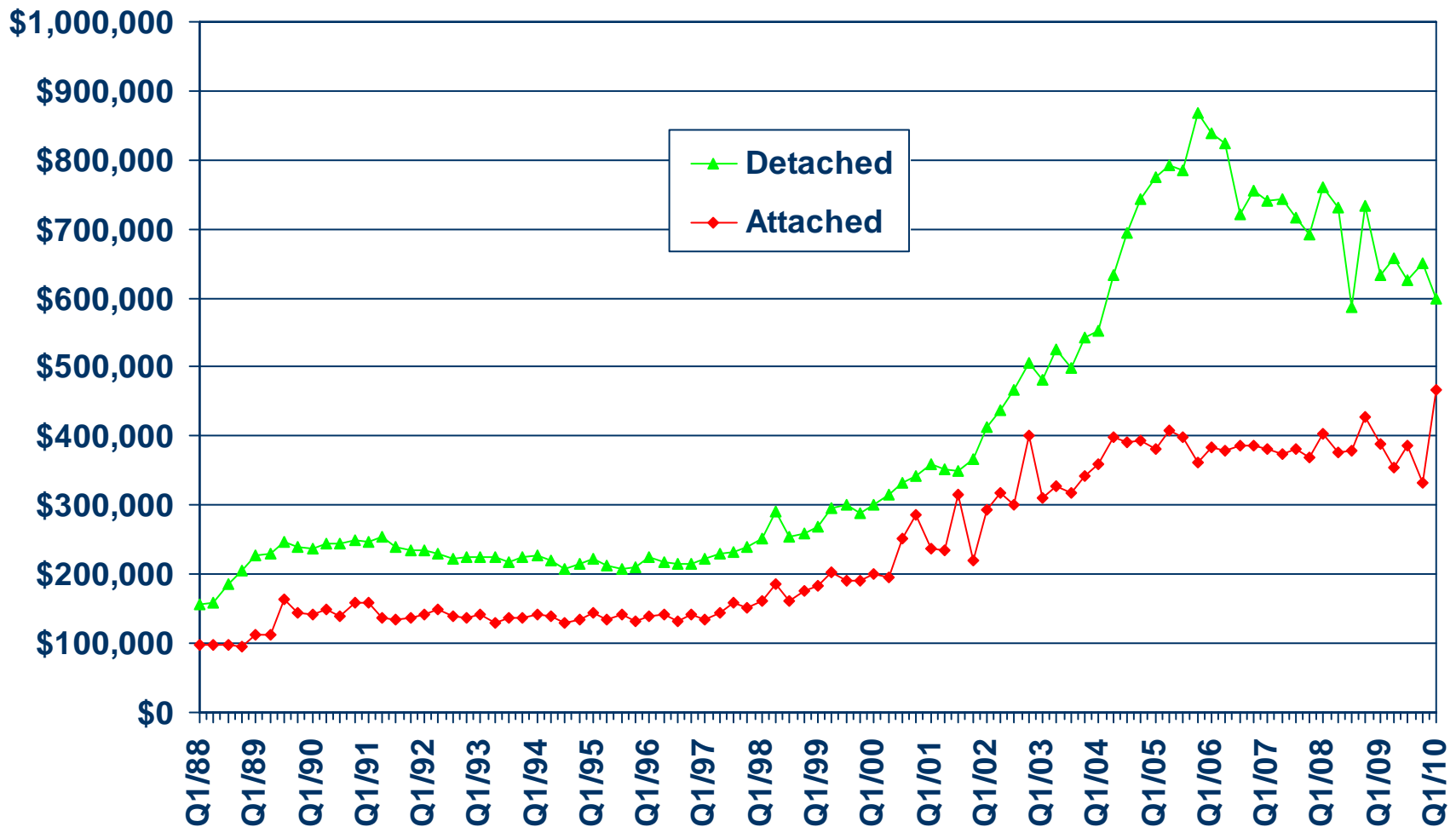


SOURCE: Construction Industry Research Board



Median Price for New Homes

San Diego County 1Q10 Detached: \$597,900, Attached: \$466,990

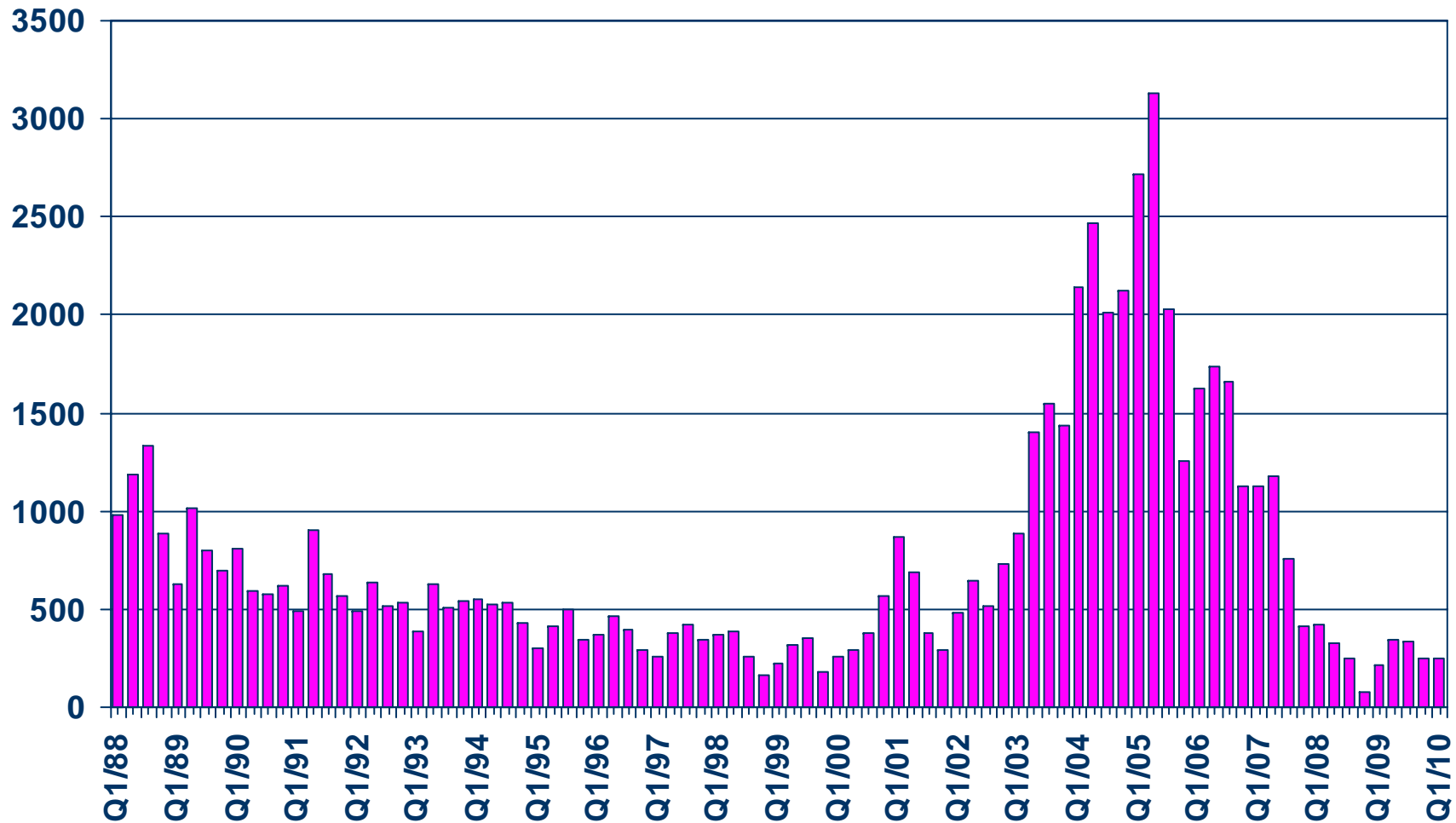


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
Hanley Wood



New Home Sales

San Diego County (Attached), 2010 Q1 Sales: 249 Units

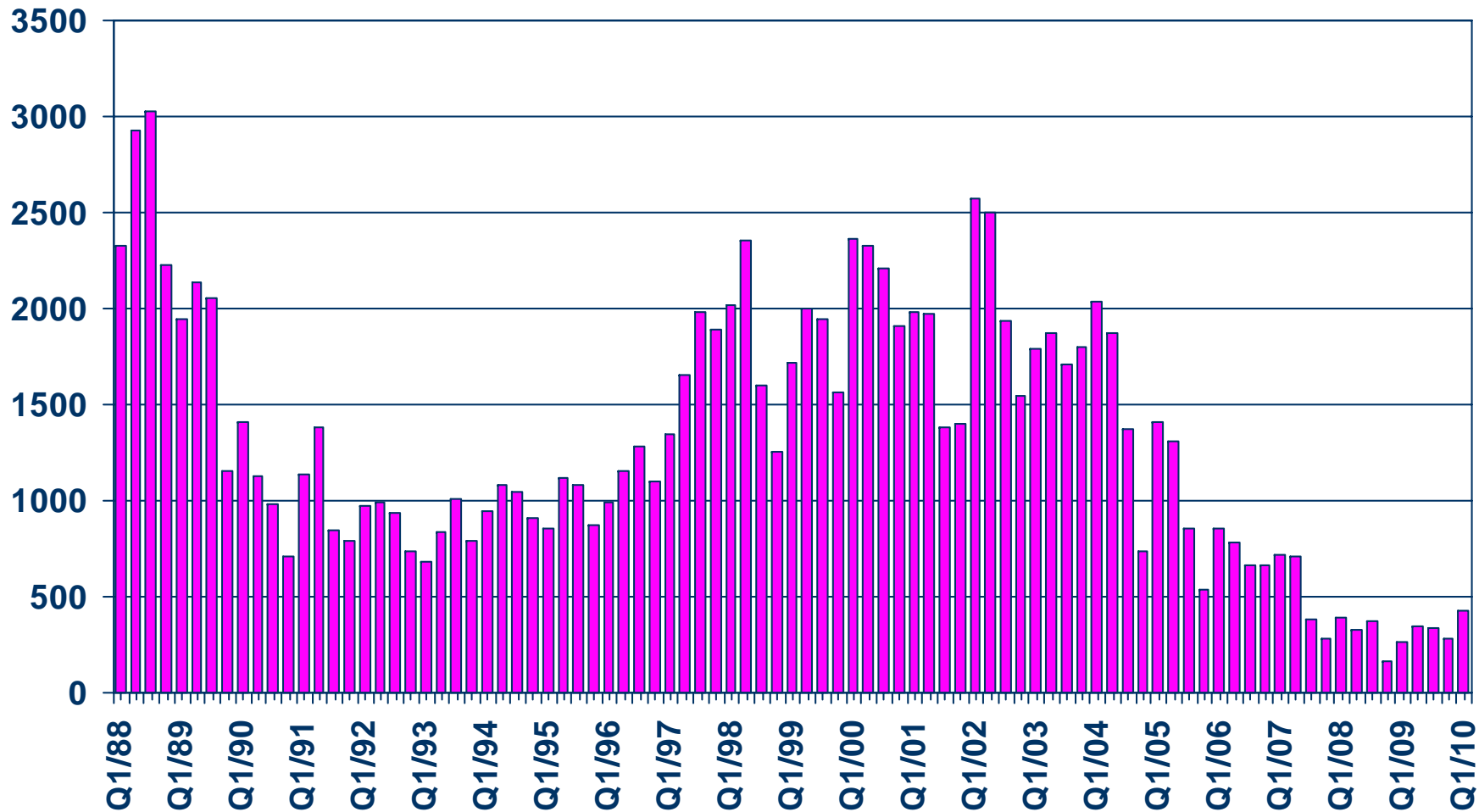


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
Hanley Wood



New Home Sales

San Diego County (Detached), 2010 Q1 Sales: 424 Units

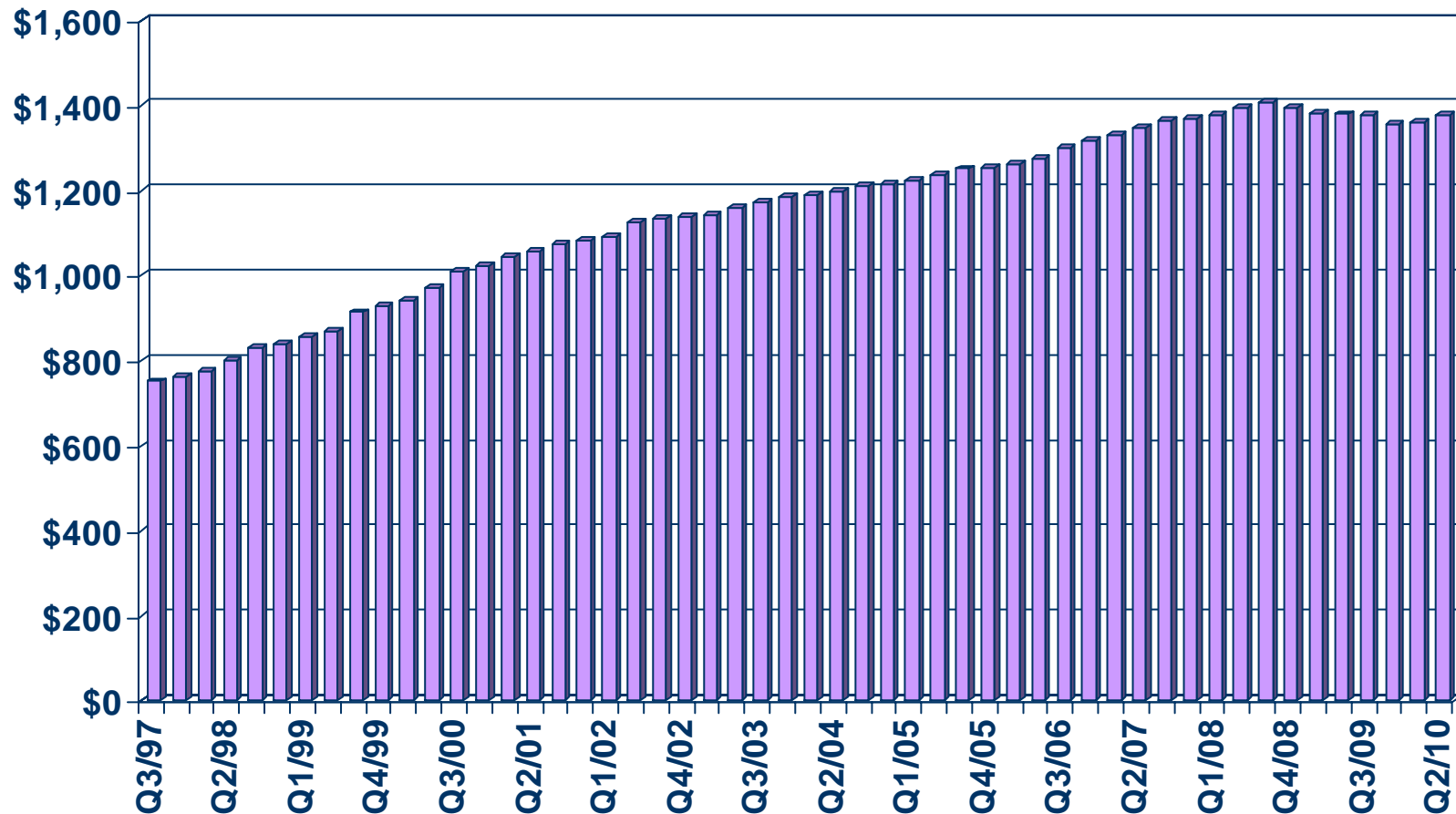


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
Hanley Wood



Asking Rents for Class A&B Apartments

San Diego County, 2010 Q2: \$1,376 Down 0.2% YTY



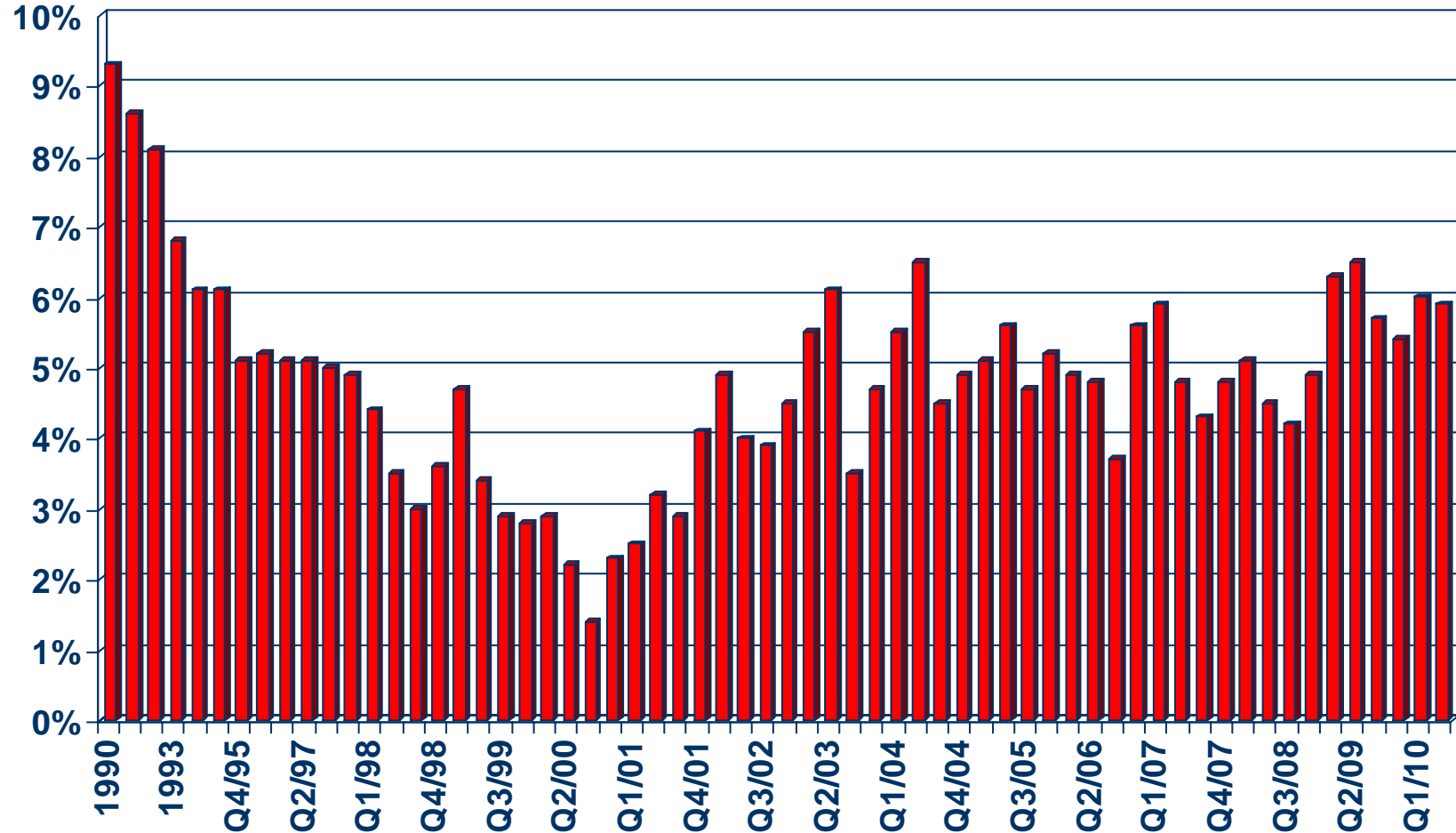
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
REALFACTS



Vacancy Rates for Class A&B Apartments

San Diego County, 2010 Q2: 5.9%

VACANCY RATE

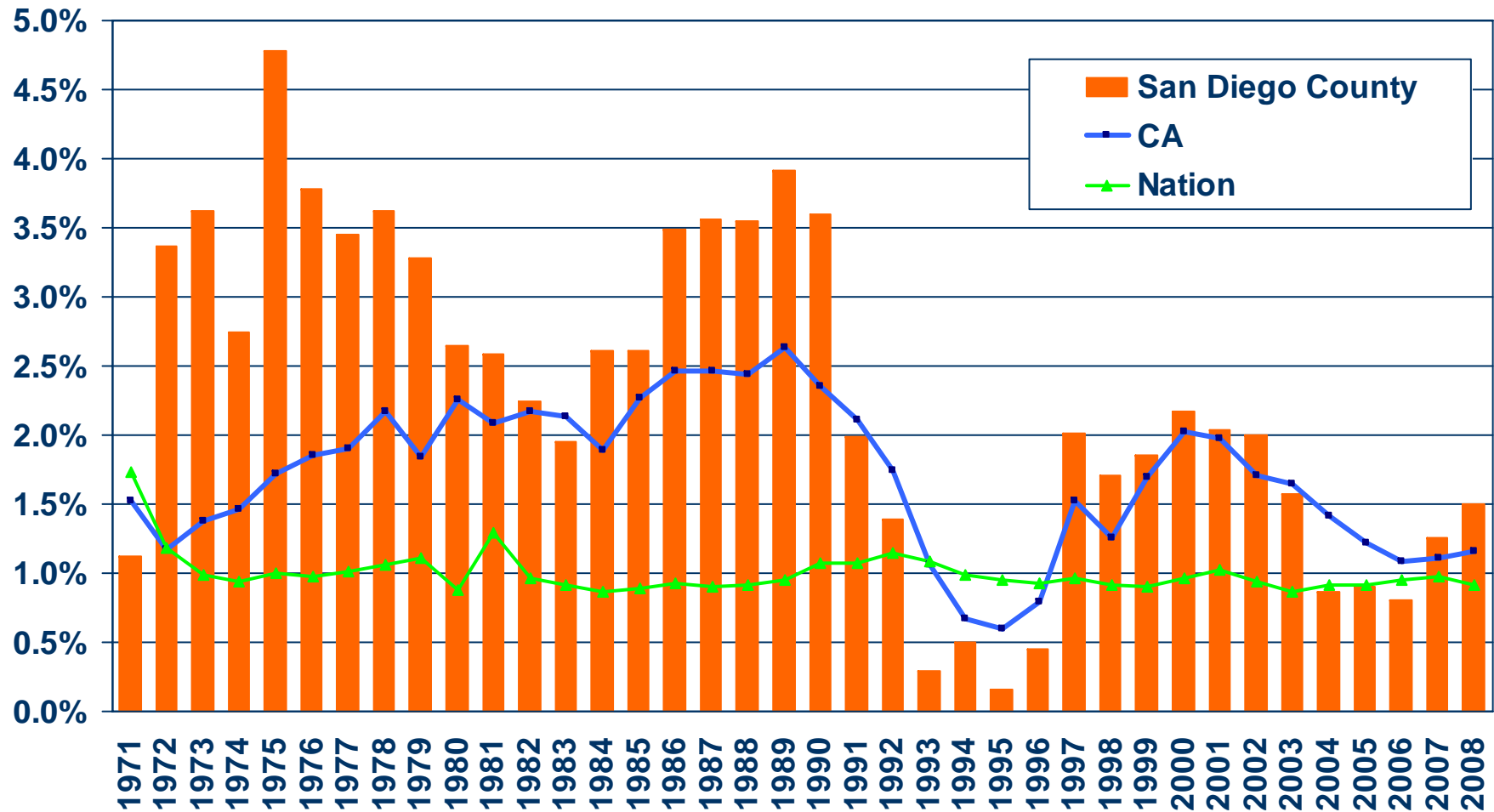


SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®;
REALFACTS



Population Percent Changes

San Diego County (1971-2008)



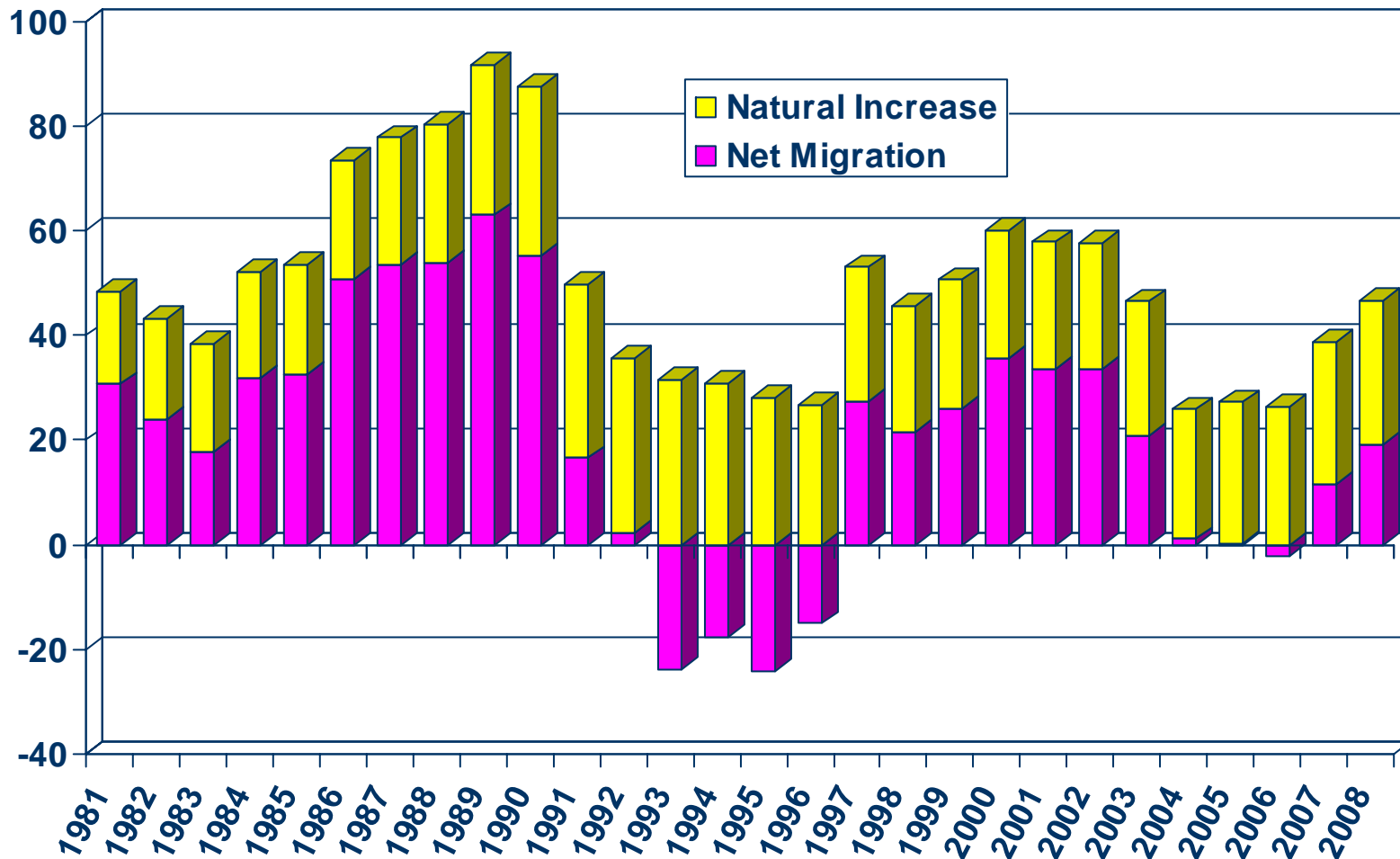
SOURCE: U.S. Census Bureau;
 California Department of Finance;
 CALIFORNIA ASSOCIATION OF REALTORS®



Sources of Population Growth

San Diego County (1981-2008)

THOUSANDS

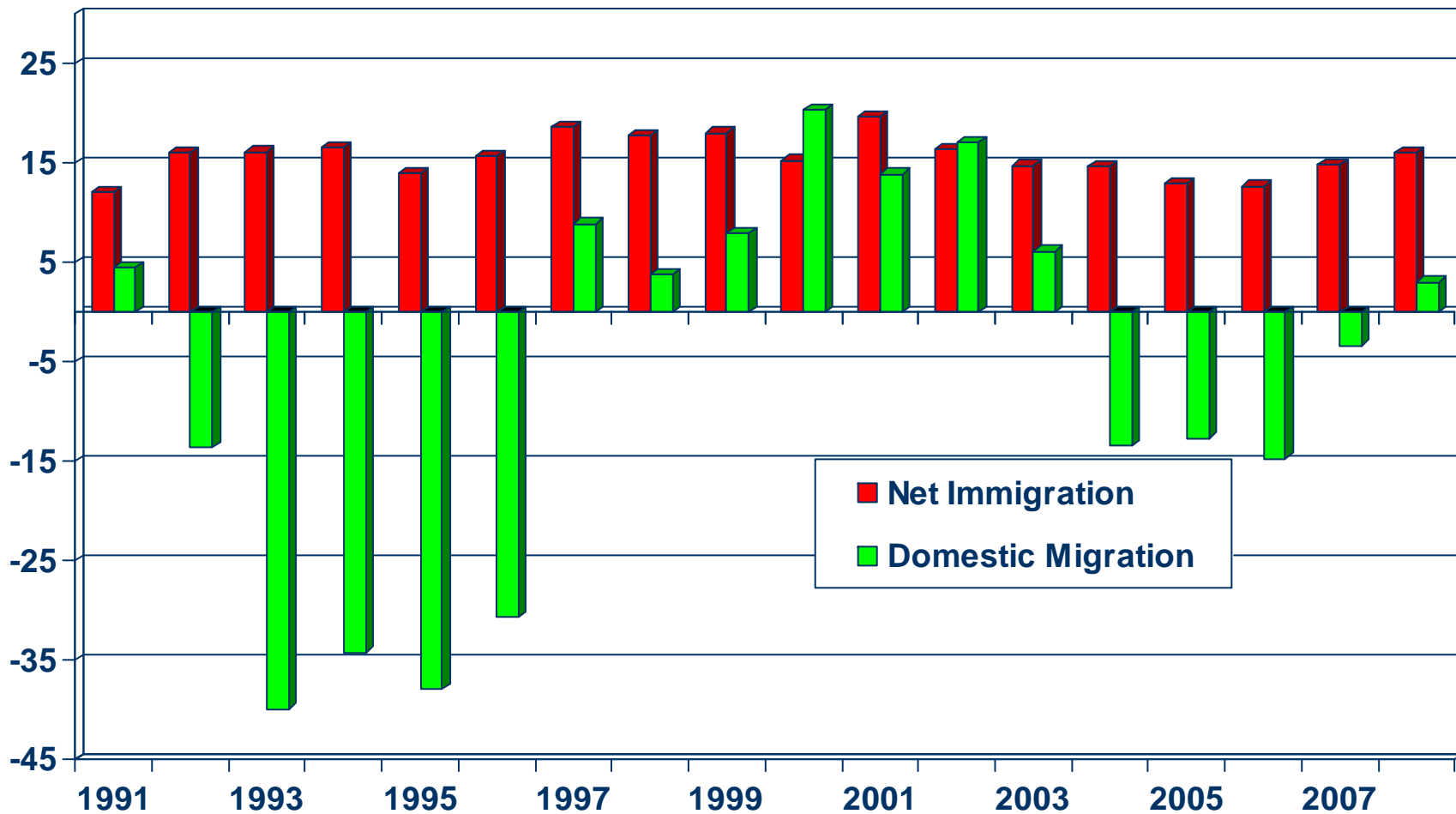


SOURCE: CA Department of Finance

Net Immigration Vs. Domestic Migration

San Diego County

THOUSANDS



SOURCE: CA Department of Finance



Household Relocations

San Diego County

County	Outflow	Inflow	Net Outflow
Los Angeles County, CA	5,122	5,213	(91)
Riverside County, CA	4,682	4,706	(24)
Orange County, CA	3,199	3,237	(38)
Maricopa County, AZ	1,741	1,447	294
Clark County, NV	1,429	1,210	219
San Bernardino County, CA	1,285	1,693	(408)
Santa Clara County, CA	935	868	67
San Francisco County, CA	846	569	277
King County, WA	783	618	165
Alameda County, CA	746	661	85
Total-Top 10	20,768	20,222	546
All Migration	61,498	60,379	1,119
Total Number of Households			1,054,273
Top 10 as % of All Households			0.1%
All Net Mig as % of All Households			0.1%

Source: NAR Relocation Report 2008 – IRS Data; Item 187-06073, US Census Bureau



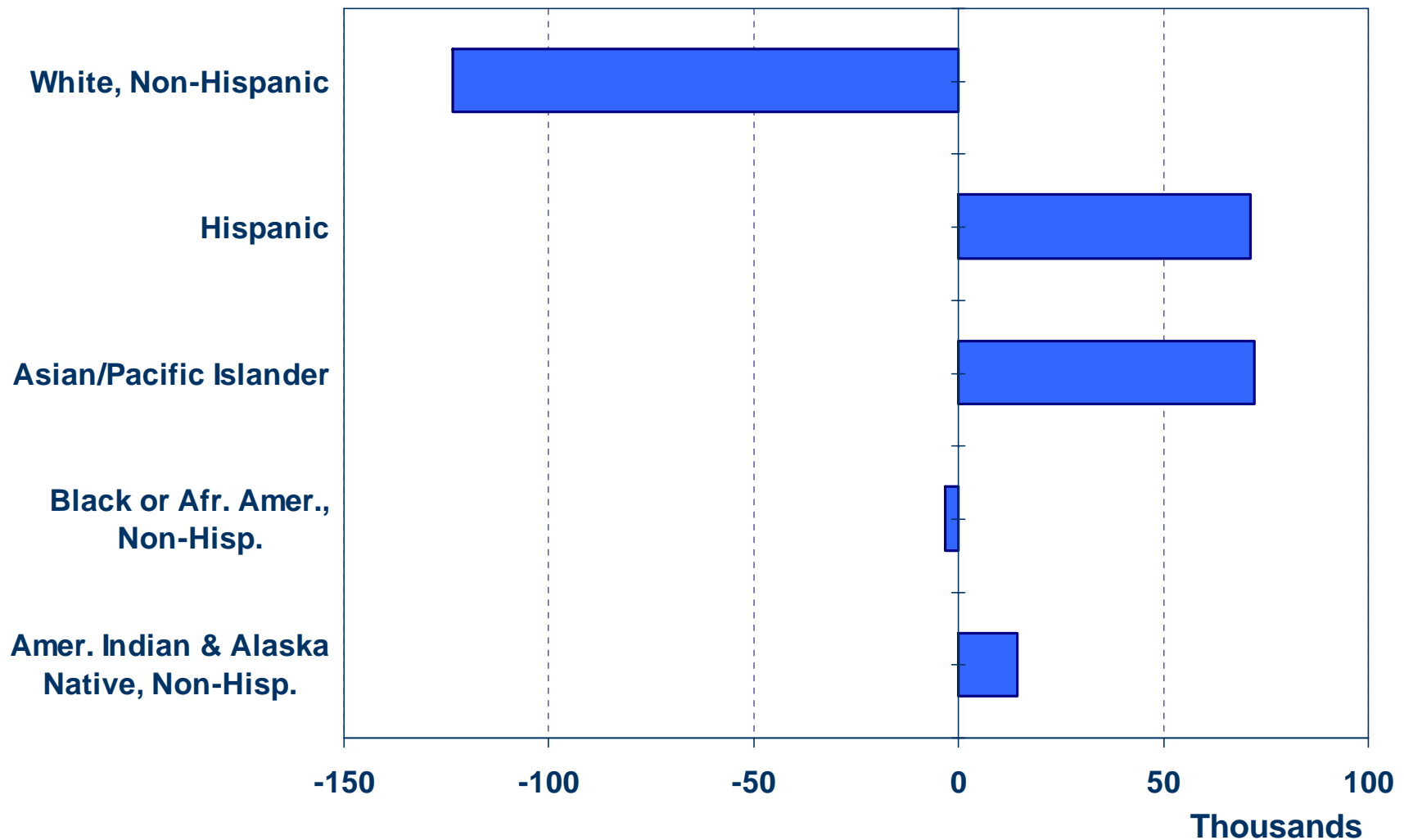
Where are new San Diego County households coming from?



- Los Angeles (5,213)
- Riverside (4,706)
- Orange County (3,237)
- San Bernardino (1,693)
- Maricopa, AZ (1,447)
- Clark (1,210)
- Total incoming for 2008: 60,379
- Total outgoing for 2008: 61,498

Net Immigration by Ethnic Group

San Diego County (1990 Census to 2000 Census)

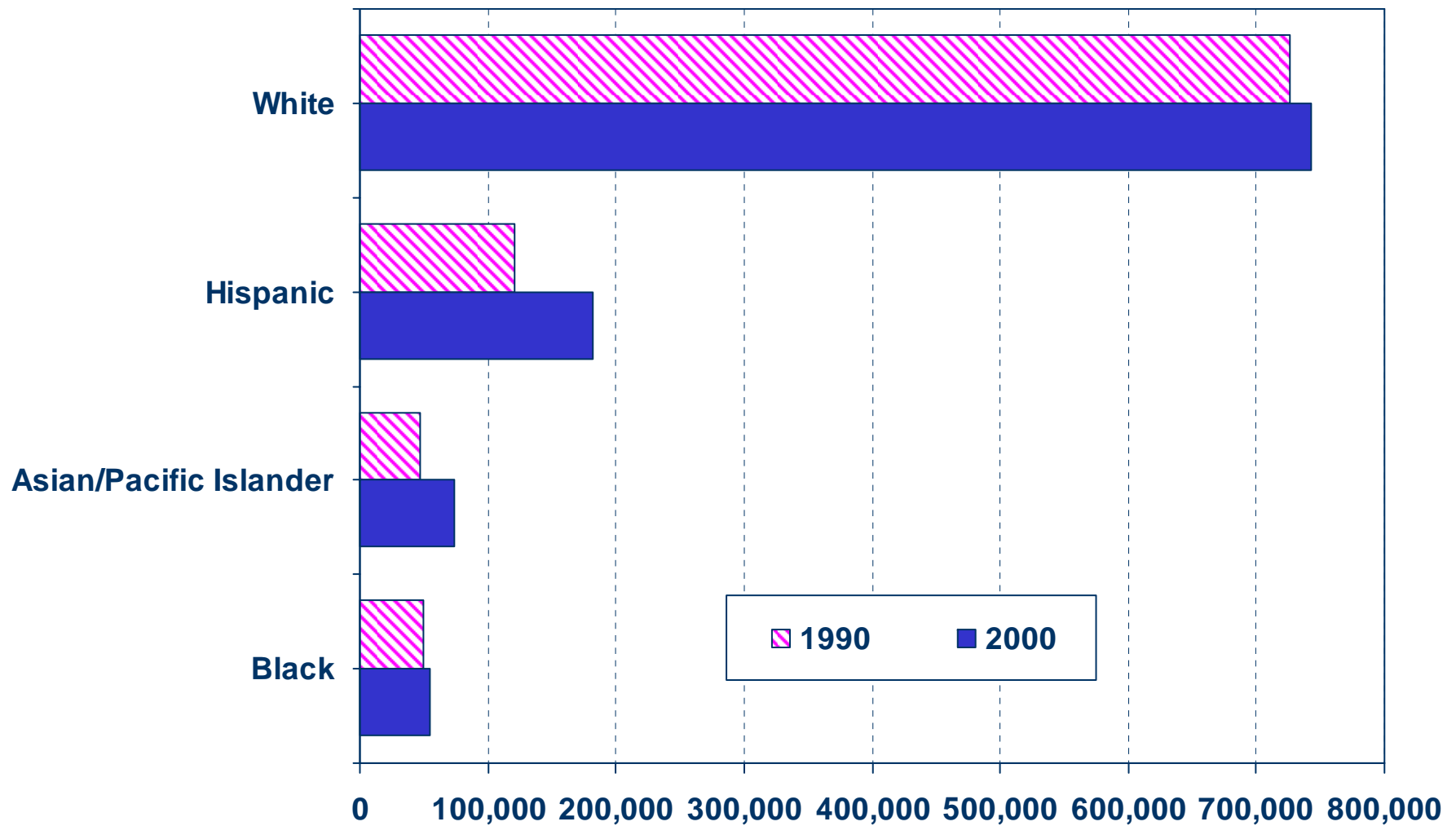


SOURCE: CA Dept. of Finance



Number of Households by Ethnicity

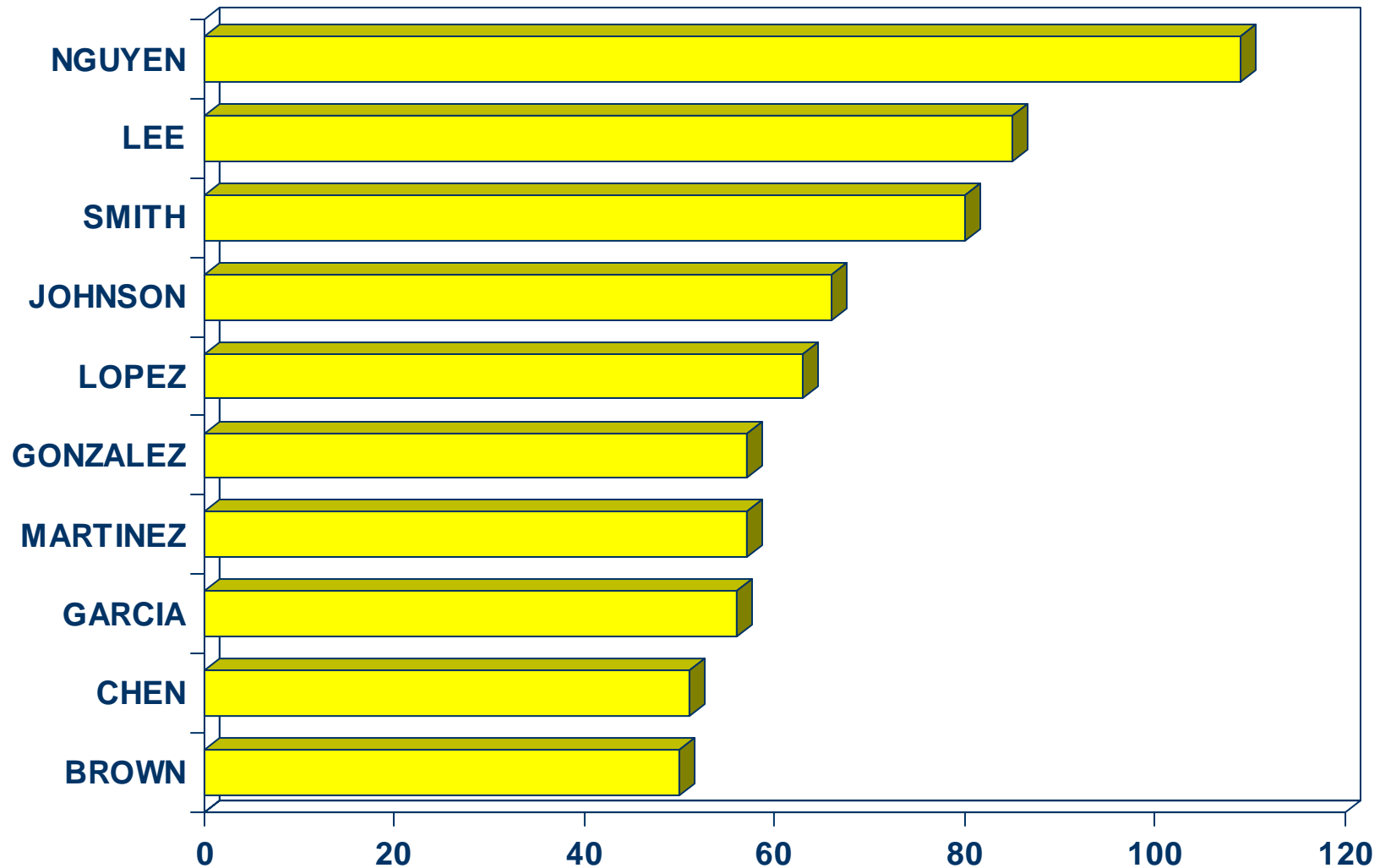
San Diego County (1990 Census vs. 2000 Census)



SOURCE: U.S. Census Bureau

Top 10 Home Buyer Surnames

San Diego County



Note: Data is based on 2010 data.

SOURCE: DataQuick Information Systems

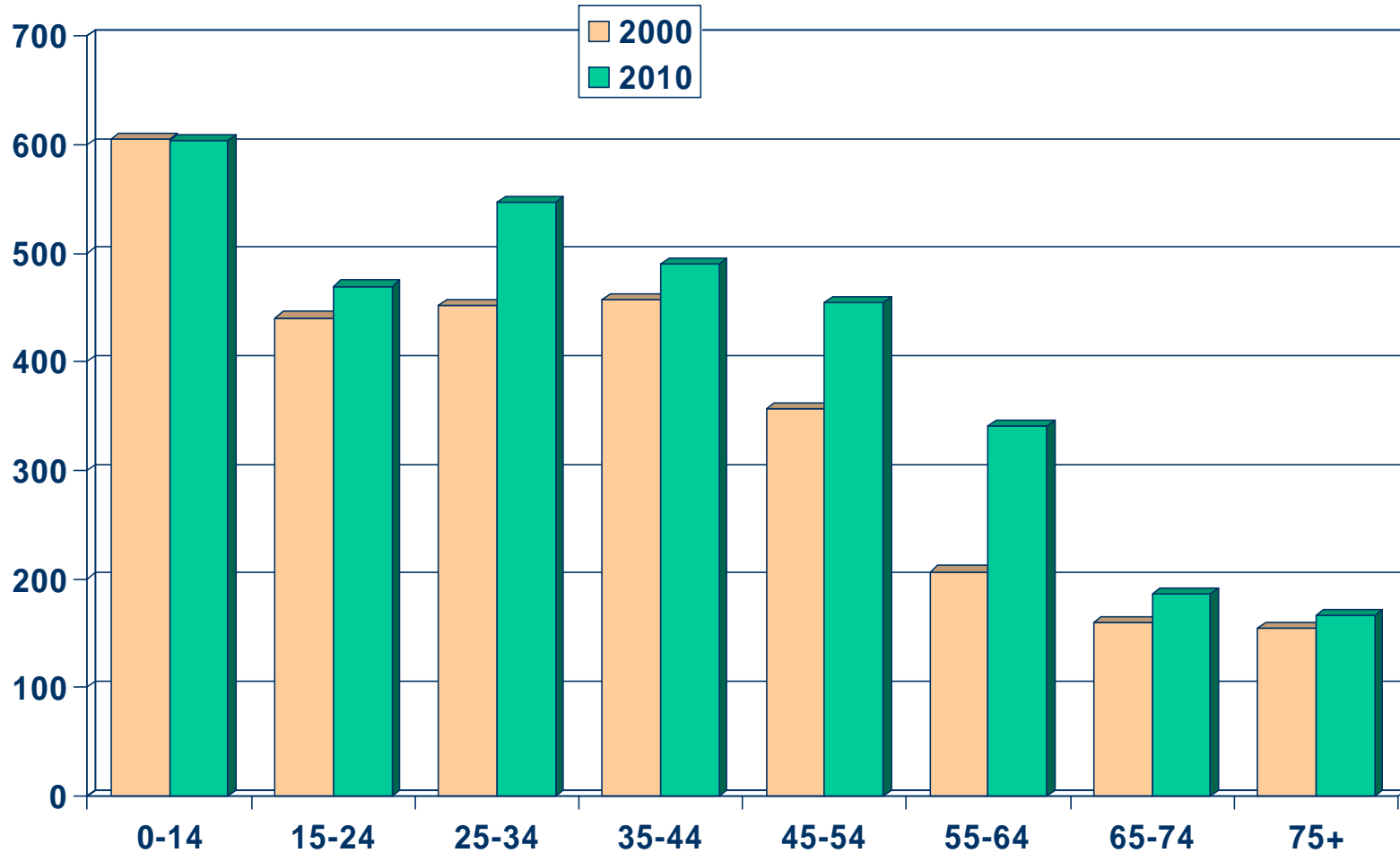
Number of Buyers



Population by Age Group

San Diego County (2000-2010)

Thousands

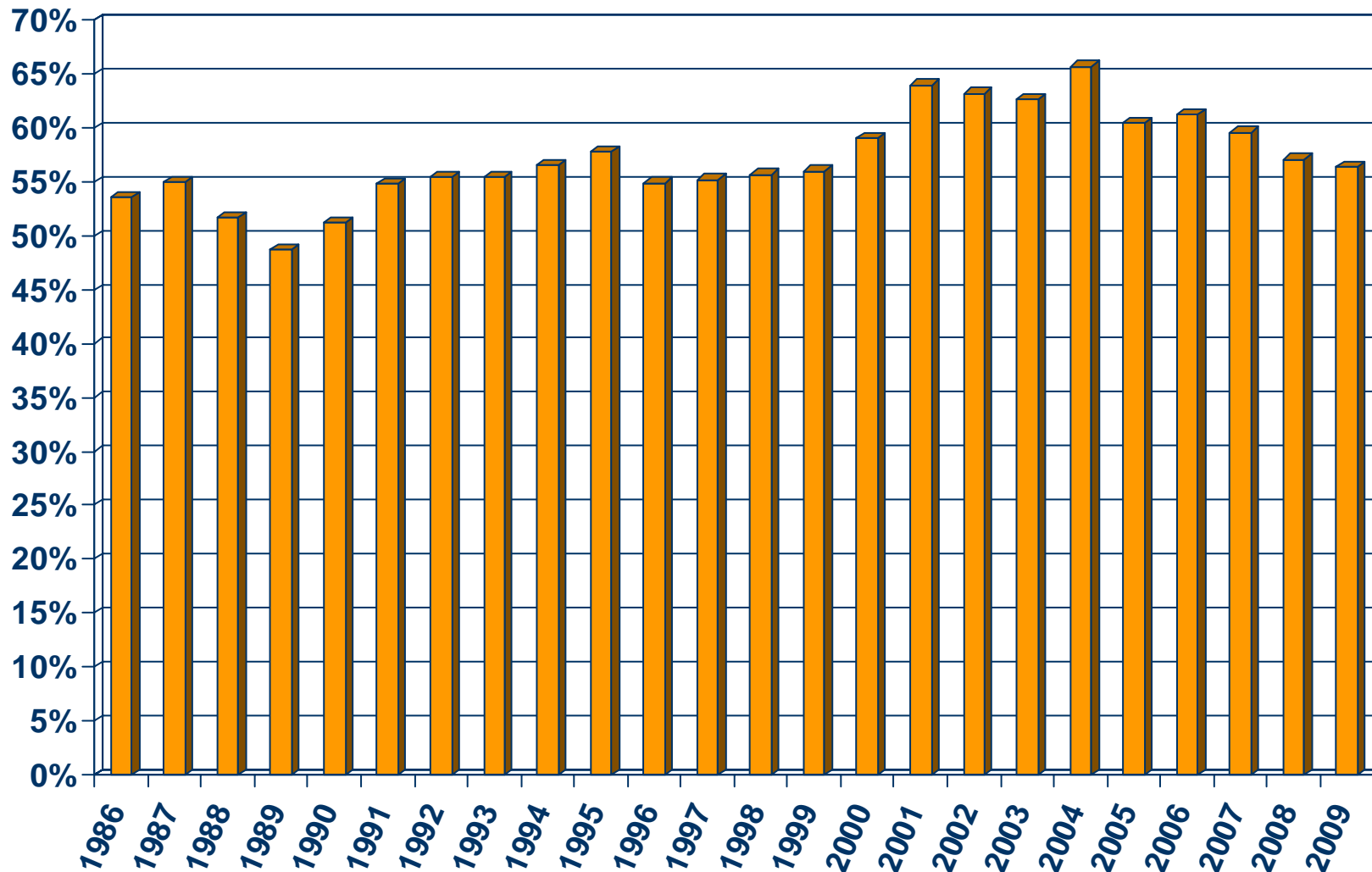


SOURCE: California Department of Finance;
CALIFORNIA ASSOCIATION OF REALTORS®



Homeownership Rates

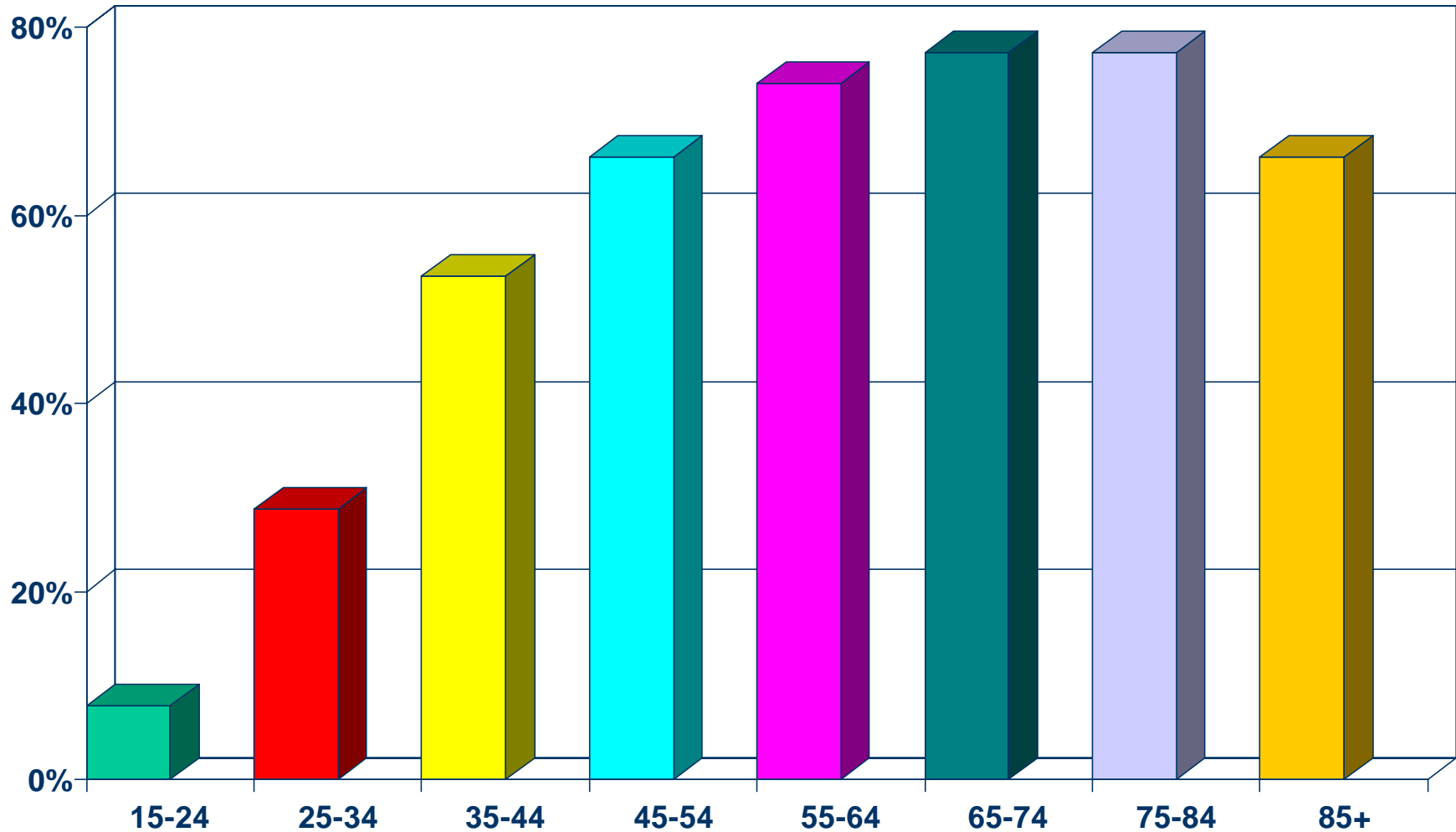
San Diego County, 2009: 56.4%



SOURCE: U.S. Census Bureau

Homeownership Rates by Age

San Diego County (2000 Census)



SOURCE: California Department of Finance;
CALIFORNIA ASSOCIATION OF REALTORS®

