

2022 POPULATION



115,501

Source: California Department of Finance;
E-5 Estimates, 2021

SALES TAX



7.75%

Source: California City & County Sales & Use Tax Rates
(EFFECTIVE JANUARY 1, 2022)

MEDIAN HOUSEHOLD INCOME



\$112,933

Source: 2020 American Community Survey 5-Year Estimate

EMPLOYMENT

55,000

TOTAL LABOR FORCE

53,700

EMPLOYED

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

JOB GROWTH

636

JOB GROWTH SINCE
2016



0.7%

INCREASE SINCE
2016

Source: EMSI, JULY 2022

HOUSING & COMMUTE

48,187

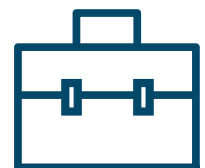
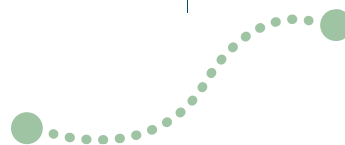
RESIDENTIAL HOUSING UNITS



28

MINUTES

AVERAGE TRAVEL TIME TO WORK

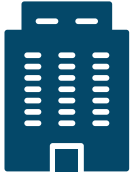


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$3.03



OFFICE VACANCY RATE

14.4%

RETAIL RENT PER SQ FT

\$3.49

RETAIL VACANCY RATE

8.4%



INDUSTRIAL RENT PER SQ FT

\$1.54

INDUSTRIAL VACANCY RATE

3.9%



Figures Reflect Average Monthly 2021 Data. Price Per Square Foot Based on Closed Lease Transactions

Source: Lee & Associates, North County San Diego, MAY 2022

EDUCATIONAL ATTAINMENT



Adults 25 Years and Older



94.6%

HIGH SCHOOL DEGREE
OR EQUIVALENT



59.1%

BACHELORS DEGREE
OR HIGHER

Sources: 2022 American Community Survey 1-Year Estimate

SAN DIEGO COUNTY DATA FOR COMPARISON

MEDIAN HOUSEHOLD INCOME

\$82,426

Source: 2020 American Community Survey 5-Year Estimate;
US Census

JOB GROWTH

1.1%

DECREASE SINCE
2016 IN SD COUNTY

Source: Lee & Associates, North County San Diego, MAY 2022

VACANCY RATES

11.3%

OFFICE SPACE

4.9%

RETAIL SPACE

3.2%

INDUSTRIAL SPACE

Source: EMSI, JULY 2022

EDUCATIONAL ATTAINMENT

88%

HIGH SCHOOL DEGREE
OR EQUIVALENT
IN SD COUNTY

39.5%

BACHELORS DEGREE
OR HIGHER
IN SD COUNTY

Source: 2022 American Community Survey 1-Year Estimate