

2022 POPULATION



176,754

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

SALES TAX



8.25%

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

MEDIAN HOUSEHOLD INCOME



\$75,411

Source: 2020 American Community Survey 5-Year Estimate

EMPLOYMENT

81,200

TOTAL LABOR FORCE

79,000

EMPLOYED

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

JOB GROWTH

-3,265

JOB GROWTH SINCE
2016

-4.0%

DECREASE SINCE
2016

Source: EMSI, JULY 2022

HOUSING & COMMUTE

66,283

RESIDENTIAL HOUSING UNITS

30

MINUTES

AVERAGE TRAVEL TIME TO WORK

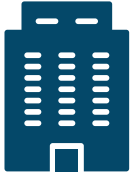


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$2.44



OFFICE VACANCY RATE

5.3%

RETAIL RENT PER SQ FT

\$2.33

RETAIL VACANCY RATE

5.5%



INDUSTRIAL RENT PER SQ FT

\$1.17

INDUSTRIAL VACANCY RATE

2%



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

▶ **87.0%** HIGH SCHOOL DEGREE OR EQUIVALENT

▶ **31.6%** 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