

## 2022 POPULATION



96,302

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



\$86,408

Source: 2020 American Community Survey 5-Year Estimate

## EMPLOYMENT

42,600

TOTAL LABOR FORCE

41,600

EMPLOYED

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

## JOB GROWTH

-1,352

JOB GROWTH SINCE  
2016

2.7%

DECREASE SINCE  
2016

Source: EMSI, JULY 2022

## HOUSING & COMMUTE

32,700

RESIDENTIAL HOUSING UNITS

26.5

MINUTES

AVERAGE TRAVEL TIME TO WORK

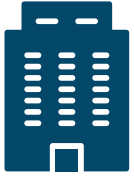


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

## REAL ESTATE

OFFICE RENT PER SQ FT

**\$2.52**



OFFICE VACANCY RATE

**9.0%**

RETAIL RENT PER SQ FT

**\$2.44**

RETAIL VACANCY RATE

**10.6%**



INDUSTRIAL RENT PER SQ FT

**\$1.26**

INDUSTRIAL VACANCY RATE

**5.3%**



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



**87.1%**

HIGH SCHOOL DEGREE  
OR EQUIVALENT



**38.5%**

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