

**2022 POPULATION**



**103,268**

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**



**\$73,163**

Source: 2020 American Community Survey 5-Year Estimate

**EMPLOYMENT**

**44,600**

**TOTAL LABOR FORCE**

**43,300**

**EMPLOYED**

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

**JOB GROWTH**

**-406**

**JOB GROWTH SINCE  
2016**

**-0.8%**

**DECREASE SINCE  
2016**

Source: EMSI, FEBURARY 2022

**HOUSING & COMMUTE**

**33,311**

**RESIDENTIAL HOUSING UNITS**

**27.1**

**MINUTES**

**AVERAGE TRAVEL TIME TO WORK**

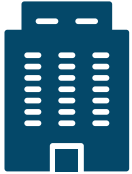


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

## REAL ESTATE

OFFICE RENT PER SQ FT

**\$2.34**



OFFICE VACANCY RATE

**17.1%**

RETAIL RENT PER SQ FT

**\$2.02**

RETAIL VACANCY RATE

**6.9%**



INDUSTRIAL RENT PER SQ FT

**\$1.18**

INDUSTRIAL VACANCY RATE

**6.4%**



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



**80.6%**

HIGH SCHOOL DEGREE  
OR EQUIVALENT



**25.1%**

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