

2023

# ECONOMIC DASHBOARD



CITY OF  
DEL MAR

## POPULATION



**3,903**

Source: California Department of Finance;  
E-5 Estimates, 2023

## SALES TAX



**8.75%**

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

## MEDIAN HOUSEHOLD INCOME



**\$157,708**

Source: 2020 American Community Survey 5-Year Estimate

## EMPLOYMENT

**2,200**

EMPLOYMENT

**2,200**

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

## JOB GROWTH

**-164**

JOB GROWTH SINCE  
2017

**-1.9%**

DECREASE SINCE  
2017

Source: LIGHTCAST, AUGUST 2023

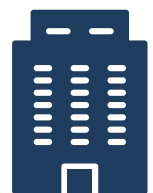
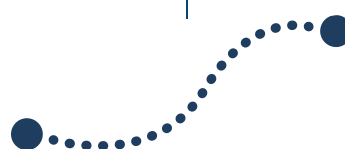
## HOUSING & COMMUTE

**2,560**

RESIDENTIAL HOUSING UNITS

**18.3 min**

AVERAGE TRAVEL TIME TO WORK

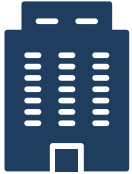


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

## REAL ESTATE

OFFICE RENT PER SQ FT

**\$3.80**



OFFICE VACANCY RATE

**12.6%**

RETAIL RENT PER SQ FT

**\$2.17**

RETAIL VACANCY RATE

**3.3%**



INDUSTRIAL RENT PER SQ FT

**\$1.38**

INDUSTRIAL VACANCY RATE

**N/A**



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



**98.9%**

HIGH SCHOOL DEGREE  
OR EQUIVALENT



**83.1%**

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: LIGHTCAST, 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