

**POPULATION**



**177,362**

**RESIDENTIAL UNITS**



**65,426**

**HOUSEHOLD INCOME\***



**\$61,978**

\*IN 2017

**EMPLOYMENT**

**73,855**

**JOBS IN OCEANSIDE  
INCLUDING UNIFORM MILITARY**

**58,862**

**JOBS IN OCEANSIDE  
NOT INCLUDING UNIFORM MILITARY**

**UNEMPLOYMENT**

**3.80%**

**OCEANSIDE 2018  
UNEMPLOYMENT RATE**

**OCEANSIDE'S UNEMPLOYMENT RATE  
DECLINED 4.6%  
SINCE 2013**



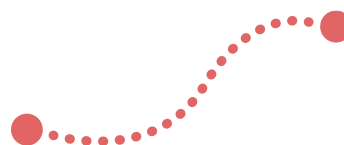
**JOBS TO  
HOUSING RATIO**

**1.129**

**INCLUDING UNIFORM MILITARY**

**0.900**

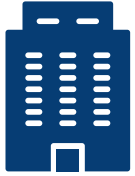
**NOT INCLUDING UNIFORM MILITARY**



## REAL ESTATE

### OFFICE INVENTORY

1,784,324



OFFICE VACANCY RATE

9.3%

### RETAIL INVENTORY

7,513,961

RETAIL VACANCY RATE

5.5%



### INDUSTRIAL INVENTORY


10,034,588

INDUSTRIAL VACANCY RATE

4.1%



## TAXES

	2016-2017 ACTUALS	2017-2018 ACTUALS	3-YEAR GROWTH RATE
PROPERTY TAX	\$57.6 MILLION	\$58.9 MILLION	12.6%
SALES TAX	\$22.1 MILLION	\$22.4 MILLION	3.2%

## TRANSIENT OCCUPANCY TAX (TOT)



▶ 7,944,470

TOTAL TOT FOR 2017-2018

▶ 6.03%

INCREASE IN TOTAL TOT REVENUE  
FROM FY 2016-2017 TO FY 2017-2018